

"Say It With Slogans!"



By ELMO SCOTT WATSON

Drawing by Ray Walters.

"E"IGHT Years of Wall Street—Give Main Street a Chance.

Will that slogan help bring victory to the Democratic party in the Presidential campaign next year? The members of the Woman's National Democratic club hope that it will. Realizing the value of a good, snappy campaign slogan as a vote-getter, several months ago the club announced a prize contest as the means of securing a rallying cry for the Democratic party in 1928. Hundreds of catchy phrases were offered in the contest, but the one submitted by Mrs. Wilbur Hubbard of Chestertown, Md., was selected as the one most likely to offset the vote-getting powers of "Coolidge prosperity," which the Republicans are expected to emphasize.

Whether or not they have guessed right remains to be seen. There is no denying the power of a good slogan in a nation which thinks in terms of catchy phrases and one of whose popular deities is the great god, Advertising, who utters his Jovian wisdom in slogans. But to get a good slogan—ay, there's the rub!

Slogans have won elections even before the American public became "slogan conscious." Perhaps the earliest example of this was the political campaign of 1840. For 40 years (since 1800 when Jefferson was elected) the Democrats had been in power and the Whigs, the successors and heirs of the Federalists, had longed for the fleshpots of government power. They nominated Gen. William Henry Harrison, a veteran of the War of 1812, famous for his victory over the Indians at the Battle of Tippecanoe, but at the time of his election living on a frontier farm in Ohio. His running mate was John Tyler of Virginia and early in the campaign the battle cry of the Whigs became the "three T's"—"Tippecanoe and Tyler, too." The alliteration was pleasing to the ear of the voter, but even more effective was the symbolism of the Whig party. Harrison was known as "the Log Cabin candidate," because of his pioneer career in Indiana and in all of the campaign parades there appeared floats bearing a log cabin with a conical roof and a barrel of hard cider standing beside the door. Both the symbolism and the slogan of Harrison's "log cabin and hard cider" campaign were such as would appeal most to the West, which had begun to rise to political power with the election of "Old Hickory" Jackson, and Harrison was swept into the White House by an immense majority over Martin Van Buren of New York.

Radio's Great Service

Most of us think of the radio as a source of recreation or pleasure or information for ourselves. How many of us think what it may mean to some one less fortunate? An old lady in New York—and lady is the right word—who was formerly well-to-do but is now poor and a "shut-in," received a set as a present just before Christmas. An employee of the donor installed it for her. The first sound

she heard was the notes of a violin solo, with an accompaniment. "It is the first music I have heard in years," she said, when it was ended. She had neither been physically able to go to a concert nor financially able to pay for a ticket. Marconi's greatest rewards are not in money.—Youth's Companion.

Distance's Lure

I have heard it said of a great painting, "Don't go too close to it." In order to get the best out of a picture, view it in the proper light, and from a distance. If you get too close a look, you will realize the rough way in which it is made. . . . I prefer (now) to also view women from a distance; never closer than four or five feet.—E. W. Howe's Monthly.

Two Kinds of Bored

The man who knows nothing and wants to find out everything is almost as big a bore as the man who thinks he knows everything and insists upon telling it.

What's the Answer?

Questions No. 8

- 1—Who won the batting championship in the American league in 1926?
- 2—What American general was killed in the Philippines?
- 3—What vice president resigned and when?
- 4—How much gold has a 14-karat ring?
- 5—Why is it called "Adam's apple"?
- 6—What was the first English comedy?
- 7—What peninsula is the largest in Europe?
- 8—Where is the Bodleian library, and when was it founded?
- 9—Who said: "No terms except an unconditional and immediate surrender can be accepted"?
- 10—What are the three largest corporations in the United States?
- 11—Who was voted the most valuable player to his team in 1923?
- 12—What is cork?
- 13—Where are milk pails filled from trees?
- 14—What state was originally colonized by the Swedes?
- 15—When was the Cherokee Strip opened?
- 16—What is the most famous religious painting by Leonardo da Vinci; the most famous portrait?
- 17—Which is the highest mountain chain of the European continent?
- 18—What American historian was minister to Spain?
- 19—Who said: "I am going into Mobile bay in the morning if God is my leader, as I hope He is"?
- 20—In what parts of the United States is the shortage of domestic help most acute?

Answers No. 7

- 1—On application by both partners or either of them.
- 2—Daniel Webster.
- 3—Owen Wister.
- 4—Colombia and Venezuela.
- 5—Jan, Hubert and Margaret Var Eyk; Flanders, latter half of the Fifteenth century.
- 6—E. G. Chandler of California.
- 7—A stick seems to bend in water because of a change in direction of light after it enters the water.
- 8—The hottest season of the year is called "dog days" because it falls in the period 20 days before and after the rising of the "dog star."
- 9—Half-Moon.
- 10—George Washington, 1793.
- 11—John Quincy Adams.
- 12—Fort Schuyler, New York, 1777.
- 13—Sudden emotion causes the muscles of the throat to work upward pressing against the windpipe, and causing one to feel as if there was a lump in the throat.
- 14—Death valley in California.
- 15—R. T. Jones, Jr., of Atlanta, Ga.
- 16—Wagner.
- 17—Europe.
- 18—Samuel Pepys.
- 19—General Bee of the Confederate army.
- 20—Belgium.

Colorado Boasts of Most Expensive Road

The most expensive road built in the United States is in Colorado. This is the state highway between Ouray, Silverton and Durango and parts of it cost \$50,000 a mile. This highway follows an old toll road and to construct it the state had to blast out large sections of the mountains, build masonry embankments, fill in gorges construct bridges and build stone walls to make travel safe.

There are numerous places where the stream in the bottom of the canon near Ouray is more than 2,000 feet below the highway and other places where it is 3,000 feet or more.

Aside from the scenic grandeur of this highway, piercing as it does some of the most rugged mountains in the state, the marvel in its construction is the wonder of the auto tourist. It is on the direct route between Mesa Verde, Telluride, Ouray, Silverton and Durango.

Wesley Great Horseman

The most redoubtable horseman of the Eighteenth century was John Wesley. All through his active life he rode from 60 to 70 miles a day; after he was eighty years of age his record for a year was from 4,000 to 5,000 miles. Often he was in the saddle by 3 a. m., and, when weather permitted, it was his custom to ride with loose rein, reading history the while. —A. M. Pagan, in the Empire Review.

Explorer's Homely Longing

Road Amundsen, the famous Norwegian explorer, who won the race to the South pole, was once asked whether he longed for any particular sort of food as he struggled miserably through the snow. He replied that he was always longing for a cup of hot coffee and a plate of bread and butter.

Men enduring hardships in foreign lands never seem to pine for rich French dishes, but for the everyday things they despised at home.

Pretty Things that are Made at Home

THERE'S always "room for one more" dainty garment in one's wardrobe of pretty underthings. That's why it is both profitable and pleasurable to spend one's leisure hours making up a number of lingerie items to add to the collection.

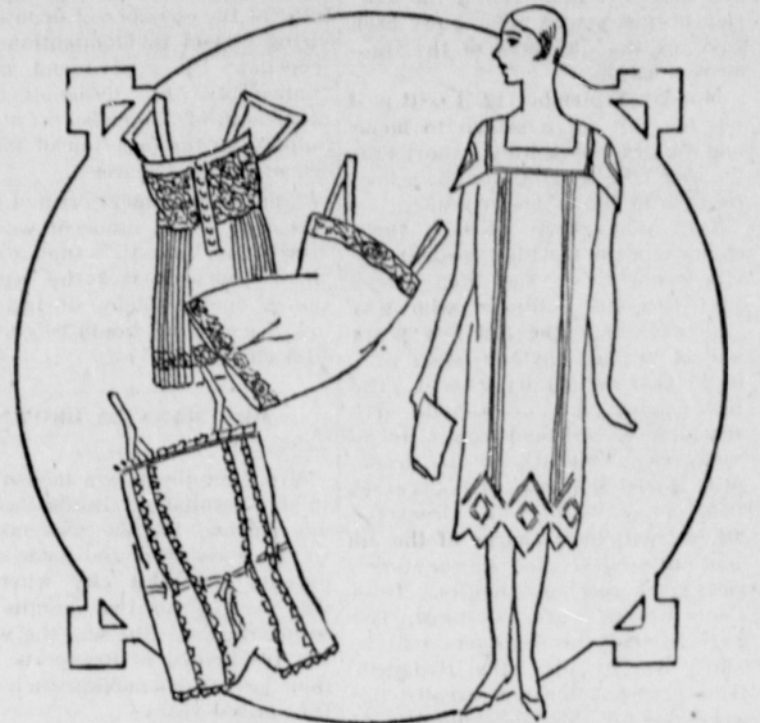
Such adorable nightgowns, chemise and such as are being made of colorful voile this season! The beauty of these tinted voiles is that they are so amazingly inexpensive, at the same time so truly lovely.

Three yards of peach-colored voile with a half yard of French blue makes the attractive "nightie" in this picture. If you prefer, substitute flesh color for the peach, with deep rose instead of the blue. Perhaps pure

sleeves seemed inevitable. However, at present writing, the French stylist relents and says: "Take your choice."

It is this very temperamentalism of creative genius which always has and always will lend zest to the mode. As to the at-the-moment vogue for the sleeveless type, there is no half-way road to madness—either a frock is uncompromisingly sleeved to the wrist or else it is boldly minus a sleeve.

Three typically French summer gowns are shown in this picture photographed as they were, directly on the grounds. Of course the first item to attract in the costume of the figure in the center is the multitudinous bracelets encircling the arm. Well,



Dainty Things Easily Made.

white with pale green would appeal to you more, or possibly maize color with orange voile for the diamond-shaped applique.

Any of these color combinations will be effective, the outstanding point of interest being the unique short sleeves camouflaged by inserting diamond-shaped portions of the voile at each shoulder line. Speaking of short sleeves, have you heard the latest? Well, it's this—sleeves for nightgowns are coming back again.

The clever thing about the gown in the picture is the way a short-sleeved effect has been obtained without resorting to the ordinary sewed-in sleeve which so few of us like. The hemline is also pointed to match the sleeve. Diamond motifs of the contrasting voile are applied, as the picture shows. Applique, please to re-

to be fashionable, one just must wear bracelets, and "the more the merrier."

Thus the sleeveless mode and the bracelet fad play to each other's success.

Printed chiffon frocks, such as are here illustrated, flutter their colorful transparency at every gathering of the elite in Paris, now that the warm days of summer have arrived.

The sleeveless sports frock is outstanding among French outdoor costumes. The model shown here to the left makes sleeves conspicuous by their absence. As is so fashionable this season this two-piece dress is of white flannel, the necessary "touch of color" achieved with handsome peasant embroidery.

The large rose designs noted in each of the chiffon garden-party frocks, here shown, compete for favor with



Paris Says Sans Sleeves.

member, is a favorite mode of decoration for lingerie. Many of the incoming fall garments show this embellishment.

Another opportunity for deft needlework and color combination is presented in the chemise shown in the lower left corner. For the tiny points which are sewed in vertical rows and about the hemline cut two-inch squares. Fold each into a triangle and seam them into the garment as pictured. The other two sketches show fashionable lingerie which departs from the tailored theme, by stressing a handsome lace treatment.

As to the sleeveless mode, Paris fashionists come out strong for it now that midsummer is here. Quite interesting this, when one recalls how at the beginning of the season long

the little figured effects, which have been so exploited this season.

Practical and adaptable to midseason wear is the short cape-and-boussé costume which has either a separate or an attached sleeveless blouse. For street wear these youthful looking cape suits are developed either of fine novelty woolen checks or of satin or crepe.

These sleeveless daytime frocks which have a cape to match are ideal for early autumn when cool breezes struggle for supremacy with departing summer sunflow. Then, too, without the cape, one is charmingly attired for afternoon bridge or five o'clock tea. With the cape, perfect street apparel is achieved.

JULIA BOTTOMLEY.
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