

## New campaign slogans for the Democrat Presidential candidates

Campaign slogans are very important to any campaign. They can be short or long, but they must be memorable. Not every one hits their mark as the list below shows:

"Keep cool with Coolidge" (Calvin Coolidge 1924). There was, "A chicken in every pot and a car in every garage" (Herbert Hoover 1928). "I like Ike" (Dwight Eisenhower 1952) was a winner. "Vote yourself a farm" was Abraham Lincoln's in 1860, and Abe outdid himself with his 1864 slogan, "Don't swap horses in the middle of the stream." William McKinley had "Good money never made times hard" in 1896. Henry Clay ran for the Presidency with this gem: "Who is James K. Polk?" In 1964, Barry Goldwater used, "In your heart you know he's right." Grover Cleveland had probably the longest slogan in 1884, "Blaine, Blaine, James G. Blaine, the continental liar from the State of Maine." No mincing words there. Modern sloganeers would probably have told him not to mention his opponent's name three times in his slogan instead of telling voters it was **Cleveland** they should be voting for!

While researching these slogans (FYI, the word slogan comes from the Gaelic *sluagh-ghairm* which could be translated as a 'war cry') it occurred to me that the new Democratic Party candidates for President ought to have some modern campaign slogans that reflect themselves and their ideas for re-making America. So, without further adieu, here are my suggestions...

Starting with the front-runner, the former Vice-President, Joe Biden, I have chosen "Grope and Change" (since he was part of the Obama administration and always seemed to be touching BHO). For that socialist youngster, Bernie Sanders, it should be, "One for all and all for all." For Lizzie the Massachusetts' faux Indian maiden, I think she should campaign under, "Let's pow wow together" or "Wampum for all except the (rich) paleface." Mama Kamala Harris could use, "We should talk about that." Cory Booker gets "Spartacus moments are America's moments." Mayor Pete B. could get a lot of mileage out of "A kinder, softer, gentler America (translated into Norwegian)." Then there's Eric Swalwell who should adopt "The original Man of Steel; doubt it at your own risk." Julian Castro gets "Una America libre para los Latinos y algunos gringos." (I know it's long, but let him have it.)

How many is that? I've lost track. Only eight you say. OK, let's keep going. Then there's Minnesota's own Amy Klobuchar. It's got to be "AK is OK, you betcha." Kirsten Gillibrand gets "I'm the cute one and don't ever forget it." Robert Francis O'Rourke's is a no-brainer: "Think Kennedy but not Teddy." Gov. John Hickenlooper of Colorado could adopt, "High times with Hick." With the name Tulsi Gabbard, this Congresswoman needs some help so let's give her a memorable old campaign slogan updated just for her, "Tippecanoe and Tulsi Too" or "A luau for every home and a mahi-mahi in every pot."

There are several others (seven more to be exact), but nobody knows anything about them. Matter of fact, they could be avatars or even candidates made on 3D printers so I'll wait to see if they get any traction before I waste my creative juices on them. Suffice it to say, we could see a whole lot more candidates popping up during the next few months, so if you have any slogan suggestions of your own, please send them to the Democratic National Committee Chairman, Tom Perez...or wait a minute, did I read somewhere that he's thinking about running, too? On second thought, just send them c/o 'Crooked Hillary' in Chappaqua, NY. I hear she's contemplating throwing her broomstick into the ring and may want to sabotage the competition like she did in 2016.

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