

# **JIM C'S QUIZ OF THE WEEK**

## **MONDAY - 04/07/08**

**Political campaign fundraising via the internet has proven once again that a true grass roots effort produces the best results!**

**HOW DID THE TERM "GRASS ROOTS" ORIGINATE?**

*American Heritage Dictionary:* People or society at a local level rather than at the center of major political activity. Typically, we now use "*grass roots*" in a political sense to mean "organized at or appealing to the most basic constituent level, the individual common people," but the first uses of the term were more general.

*Origin:* Rudyard Kipling used "*grass roots*" in his 1901 novel "Kim" to mean the origin or source of a thing. By about 1912, however, the politicians had discovered "grass roots" as a rhetorical device, and Senator Albert J. Beveridge (Progressive Party) was declaring, "This party comes from the grass roots. It has grown from the soil of the people's hard necessities."

Since then, "*grass roots*" has seen nearly constant political use to draw a contrast between "out of touch" party or governmental leaders and "the common people" or party rank and file.

**C W: Grass Roots = In touch with the common people**

**M of Z: All too often political machinery turns grass into Astroturf.**