



# Cultural Erasure

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Once upon a time, I didn't think "culture war" issues were important. Give me liberty or—at least lower taxes and allow better representation in Washington.

But in recent years, as the left went woke and the right went MAGA, a number of cultural issues became ... salient. Unavoidable. Key, even.

In "The Corporate Logo That Broke the Internet," Douglas French—late editor of *National Review* and now token rightist for *The New York Times*—[defends](#) the Cracker Barrel logo rebranding effort, where the image of an old man (Uncle Herschel, in Cracker Barrel lore) leaning against a barrel," as French describes it, was removed.

Also removed? The tagline on the old logo: "Old Country Store." All that was left was "Cracker Barrel" on a yellow field.

*O, the uproar! And from the right!*

Mr. French thinks it all very stupid. "Right-wing activists did the

same thing that they mocked the left for in the [Sydney] Sweeney [American Eagle ad] affair. They looked at a completely normal, innocuous marketing effort, deemed it to be deeply politically coded and then lashed out."

He contends that the protesting "voices never really explained how a plain logo with the restaurant's name was woke," yet the explanation is right before us, staring us in the face everywhere we go.

It was "woke" for corporations to remove beloved commercial icons such as [Aunt Jemima](#), [Uncle Ben](#) (now "[Ben's Original](#)"), and "[Mia](#)," the Land O'Lakes Indian maiden. In each of these logos the supposedly "offensive" and "stereotypical" images were removed ostensibly to avoid offending the easily offended. Leaving customers with blank, unoriginal, uninspiring and *non-comforting* signage.

Exactly what happened when the corporate bigwigs took out the iconography from the Cracker Barrel logo: All nostalgia liquidated.

[Cultural erasure](#) used to be a leftist theme, but thanks to today's enlightened corporations, it has become universal, as the soullessness of modish symbology has become painfully obvious.

Define *woke* as erasure in the name of non-erasure. Opposing erasure generally is the defense of culture. That's not a manufactured "outrage," or a form of "bullying," as French asserts.

It's just Common Sense! I'm Paul Jacob.