

THE SLOT MAN

A couple of years ago in this space we suggested that those interested in reducing the number of people who smoke might try public relations campaigns to show that smoking is unattractive.

The idea occurred to me after watching some of those then rampant television commercials showing that to smoke was manly, womanly, sexy, intelligent, athletic or fashionable, depending on whose vanity Madison Avenue was playing up to.

Bishop Primeau Resigns

Washington, D.C. [RNS] — Bishop Ernest J. Primeau of the Roman Catholic Manchester, N.H., diocese has resigned for reasons of health but will serve as apostolic administrator of the diocese until a new bishop is named, it was announced here. Archbishop Jean Jadot, Apostolic Delegate in the U.S., said Pope Paul had accepted Bishop Primeau's resignation.

The 64-year-old prelate, a native of Chicago, is an authority on Catholic education and canon law. He has been Bishop of the Manchester diocese, which encompasses the entire state of New Hampshire, for 14 years.

Cotton Patch Epistles 'Travesty'

The Cotton Patch Version of Hebrews and the General Epistles, by Clarence Jordan (Association Press: \$2.95, paper)

By JOHN DASH

I cannot imagine anyone reading either with enjoyment or illumination the Cotton Patch Version of Hebrews and the General Epistles.

Recently published, this book is an astounding piece of cheap talk masquerading as Scripture, vulgarization and slang thrown over a page in the pretense of explicating the Word.

For a brief example, the First Epistle of Peter, Chapter 1, v.3:

King James:

Blessed be the God and Father of our Lord Jesus Christ, which according to his abundant mercy hath begotten us again unto a lively hope by the resurrection of Jesus Christ from the dead.

Cotton Patch:

Three cheers for the Father-God of our Lord Jesus Christ! By his overflowing mercy he has refathered us into a life of hope based on the raising of Jesus Christ from the dead.

Such a travesty of language, of course, cannot reflect on the sincerity of the translator, on his vision, on his experiments, or on the immense presence of God which was reflected through his life.

The pity is that the man's version of Scripture is just plain crummy.

My idea was for the American Cancer Society or some such concerned organization to run dramatic ads showing the opposite — in a humorous way.

For instance, a sissy proclaiming to the world that he and a certain brand of cigarette were compatible. Or someone explaining away his "born loser" image, all the while puffing away at a cigarette.

A kind of fight-fire-with-fire approach. Learn from the advertising experts — when they use a method to sell cigarettes, adopt the same method, with reverse psychology. That was a few years back. Obviously no one paid attention.

Recently has come word from the U.S. Department of Agriculture that despite persistent warnings about the possible hazards of cigarettes, smokers apparently do not — or cannot — quit, and studies reveal that an increasing number of Americans are taking up the habit.

In fact, 42.2 per cent of all American men over 21 and 30.5 per cent of all women over 21 smoke cigarettes. When final figures are available they are expected to show that consumption of cigarettes for 1973 will reach an all-time high of 583 billion.

A New York Times survey in explaining the whys of this trend, listed among the reasons people smoke that they feel it makes them "look more mature."

It became evident to road safety experts that scare tactics do not work. The more you warn us pains in the neck about the danger of speeding, the more we speed. The more you forecast dire accident figures for a long weekend, the more we drivers seem to take it upon ourselves to make such forecasts fact. The more you call someone "stupid" for not using seat belts, the more belts will be left unbuckled in reaction.

No. People involved in no-smoking crusades should have learned long ago that threats, warnings, and cautions produce nothing.

To really make smokers stop, subtle campaigns should be produced to show that smoking is indicative of some undesirable social trait. People who smoke tend to beat their wives and children. That sort of thing.

When smokers come to believe that Marlboro Country is not a place for clean-cut cowboys but for social degenerates, the sooner they will put down their cigarettes.

UNIQUE RECITAL

Music written by women will be played by Nazareth College piano students in a free, public recital at 7 p.m. Tuesday, Feb. 12, in room 13 of the Arts Center. French, Spanish, Polish, Chilean and American composers from the 17th century to the present are represented in the program, which Associate Professor Robert Hobstetter described as the first of its kind in this area.



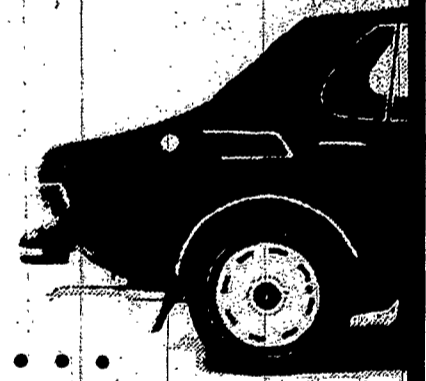
Photos by Susan McKinney

Children Celebrate Unity Week

Children in grades 3-8 at St. Monica's school took time out from their classes Friday, Jan. 25, to participate in an Ecumenical Prayer Service held in celebration of Christian Unity Week. Above, left to right, Anne Seccombe, Kathy McComb, Demetrius Jones, Jacob Smith, Cecilia Rife, Mora O'Connor, Wanda Kimble, and Catherine McMahon, carry gifts to the altar in thanksgiving for the first school semester. Celebrating the litany of thanks in the photo at left are Father Ronald Stacy, Father Edward Zimmer and Rev. Richard Reiger from Emmanuel Lutheran church.



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