

Woman is God's gift to man

In the beginning, when God came to the creation of woman, He found that He had exhausted all His materials in the making of man and no solid elements were left. In this dilemma, after profound meditation, He did as follows:

He took the rotundity of the moon, and the curves of the creepers, and the clinging of tendrils, and the trembling of grass, and the tone of the reed, and the lightness of leaves, and the tapering of elephant's trunk, and the glances of deer, and the clustering of rows of bees, and the joyous gravity of moonbeams, and the timidity of a hare, and the vanity of a peacock, and the softness of a parrot's bosoms, and the hardness of the adamant, and the sweetness of honey, and the cruelty of the tiger, and the warm glow of the fire, and the coldness of the snow, and chattering of jays, and the hypocrisy of the crane; compounding all this together, He made woman.

And gave her to man.

But after one week, man came to Him and said, "Lord! This being you have given me makes my life miserable, she chatters incessantly and teases me beyond endurance, never leaving me alone, and she requires insistent attention and takes all my time up and cries about nothing, and is always idle, and now I have come back to give her back again, as I cannot live with her."

So God said, "Very well!" and took her back.

Then after another week man came to Him again and said, "Lord! I find my life is very lonely since I gave you back that being. I remember how she used to dance and sing to me, and look at me out of the corner of her eye, and play with me and cling to me and with laughter and music, and she was beautiful to look at and soft to



touch. So please give her back to me again."

So God said, "Very well!" and gave her back again. Then after only three days man came back again and said, "Lord! I don't have higher taste, but I have come to the conclusion after all that she is more of a trouble to me than a pleasure, so please take her back again."

But God said, "Out upon you. Be off. I will have no more of this. You must manage how you can."

The man said, "But I cannot live with her." And God replied, "Neither could you live without her."

And He turned His back on man and went on with His work.

After I read this story about the creation of woman, I laughed, and then I began to think and realize God's gift to man — the woman. It sometimes is hard to live with her, but without her there would be nothing to live for. I'd go crazy. I can't even imagine living in a world without women. Hell, I can't even imagine going to a university without any females. But I guess that's just me!

I grew up smelling the fresh aromas of my mother's cooking and the crisp, dewy fragrance of starched duds. Home was a place where women cooked, cleaned and served, while men went off to work and were destined to provide bread

and butter for the family. The women nurtured while the men structured.

As I grew, I came across more women in the real world and began accepting that they had the abilities to do things that I never thought a woman could do. These conjectures didn't change overnight, as for a long time I believed in Alfred Lord Tennyson's poem:

Man for the field and woman for the hearth;

Man for the sword and for the needle she;

Man with the head and woman with the heart;

Man to command and woman to obey;

All else confusion.

Ha! Ha! Now I laugh at myself. How ignorant and vacuous was I to believe in such a thing. But at the time it seemed rational and true to my immature and undiscovered mind.

My contemplation vegetated further when I came to America. My scanty mind gained something new as the days passed. When I first saw a woman driving a semi, I almost jumped out my skin. To me this was unthinkable, as I had never seen anything like this before and I didn't think women could do something of this sort.

Men and women were both created for each other. Both sexes have different qualities and need each other for survival. For example, women are detail-oriented and men are task-oriented. Both these things are needed in order to have harmony in any fashion of life, in any business or elsewhere.

I think we would have been living in a different world if the women had entered the work force earlier.

Bashir is a senior food science major and a Daily Nebraskan columnist.

Government tries to snuff out tobacco

The state of Florida thinks it has found a way to curb smoking and make the tobacco companies pay for the damage their products cause Medicaid recipients. This week it files a class-action lawsuit against the tobacco industry, asking for \$1.43 billion to cover the cost of treating Medicaid patients suffering from cancer or other illnesses related to smoking.



Cal Thomas

The suit follows the passage of a new law by the Florida Legislature removing several burdens of proof from the state, which had frustrated similar lawsuits in the past. Under the new law, the state no longer must prove each Medicaid recipient's illness was caused by smoking. Instead, health statistics may be used to prove that tobacco caused a percentage of certain types of illnesses suffered by smokers on Medicaid. Furthermore, the law no longer requires the state to prove that patients smoked a certain brand of cigarette. Damages against tobacco companies can be assessed based on their share of the market.

The lawyers assembled to fight the tobacco industry represent some of the biggest product liability firms around. They actually had to bid for the right to become involved, putting up at least \$100,000 each in initial expenses for a chance to share a projected pool of winnings of as much as \$137 million.

I have no sympathy for the tobacco companies. Their products are unhealthy, their advertising misleading, their shame nonexistent. Their denial that nicotine is addictive is preposterous.

But I do worry about government's attempts to save us from ourselves, and I am uncomfortable with the singling out of tobacco as the country's top villain. More people die of heart disease and alcohol abuse (including drunken driving) than die of lung cancer and tobacco-related diseases.

After Florida finishes with the tobacco companies, will government go after the fast-food chains and their greasy hamburgers? High fat content and cholesterol cause heart attacks among Medicaid recipients and other people. Should the hamburger-makers be sued? What about the cattle ranchers who provide the beef or those who produce the food the cows eat? The litigation possibilities are endless, and the profits for lawyers gargantuan.

The liquor industry could be

sued for every drunk driver who kills someone. There have been suggestions that the makers of bullets and guns used to kill people in the commission of a crime could be sued by the victim (if he survives) or by his family (if he doesn't). Might as well throw in the pornographers and creators of violent films for the movies and television. Why shouldn't the skin magazines and porn stores be sued if it can be proved that a man raped a woman after reading or watching pornography?

In all of this, Big Brother has again raised his ugly head. Especially in the case of tobacco, government wants to protect you from yourself. It says you are incapable of making rational decisions, given the information. It wants to stop the use of "Joe Camel" as an advertising tool, but it says nothing about the Marlboro man or those skinny women who model for Virginia Slims.

I hate tobacco. It has harmed my own family. But I hate government intrusion in such areas even more. Government says we can't be expected to know what's good for us. And government is selective in its moral outrage. It wants to recover Medicaid costs from the tobacco companies, but it will pay for Medicaid abortions.

Add to government's ham-fisted approach the greed of lawyers anxious to grab the pot of gold at the end of this legal rainbow and this lawsuit starts to smell worse than a cheap cigar.

Like the suggestion that in some circumstances it might be OK to repeal the Fourth Amendment against searches and seizures of your home without a warrant, the Florida lawsuit against tobacco companies is a further intrusion on the rights and freedoms of all of us.

Tobacco today, alcohol and hamburgers tomorrow. Your house the next day and mine the day after that. And then what? Better to stop them now before we have to ask that question. There are better ways to curb tobacco use than this lawsuit.

(c) 1995 Los Angeles Times Syndicate

Slogans boost our self-esteem

I'm addicted to magazine advertisements.

Every month I go to the bookstore and buy my three outdoor magazines so I can tear through them and check out the new ads. I'm not talking about basic perfume or toilet-paper ads; I'm talking about hard-core, real-life, motivational advertisements.

Since Nike first started making its "Just Do It" advertisements, people like myself have been subconsciously drawn to reading them. As humans, we seem to crave the feel-good sensation that erupts from this kind of inspirational lingo. After Nike impacted its consumers, health and motivational advertisements have spread like wildfire through the advertising industry.

The slogans have become a part of history for the past decade. We buy clothes with these slogans on them, our favorite athletes are associated with saying them; we even use the catchy little quotes in our own conversation.

The advertising craze is a psychological phenomenon. We've gone from harmonizing little ditties back in the early days of radio and television to the conception of new, inspiring self-esteem devices.

Now we're cutting magazine advertisements out and putting them next to the bedroom mirror, on the front of the refrigerator or behind the bathroom door, using them as self-esteem boosters and weight-watcher reminders.

I personally have taken to religiously carrying my magazines with me whenever I go work out. I head straight for the stair machines with the book holders on them. Then I can stare at a picture of some guy in my magazine climbing up the side of some mountain while



Lara Duda

my drops of sweat fall onto his godly body. It's as if I can hear him telling me, "Just Do it," and subconsciously I'm motivated to have even half the stamina this guy has in order to finish my workout.

Although some of these ads have inspired Americans to motivate our stagnant vegetable butts off the couch and over to the rec center, others are just so catchy and inspiring that we want to read them for their feel-good incentives.

One of my favorites is the "No Fear" advertisement that says, "We take risks not to escape life, but to prevent life from escaping us." The ad is not directed at getting people to go out and get in shape, and it's not trying to get people to buy clothes, but it is thought-provoking.

That's why people like these self-esteem boosters. They give people a vision for a desired image or goal they have for themselves, something we want to be encouraged to go after, but our personal inspiration angels aren't always there to coach us when we need that extra little incentive. It's a lot easier to pick up a magazine.

The more I think about it, the more sense it makes. People want to be affected. Everyone has an unobtainable goal they're constantly striving to achieve, so when there's something telling us, "Yeah, so maybe you're no champion rock climber, but you

can get your butt out there and at least challenge yourself," then we're more likely to feel that sense of power.

Yet while some of these advertisements are simply profound, others are simply ridiculous.

I read this advertisement the other day that said, "All revolutions are started by dreamers." The words were written with pictures of clouds inside them, and behind them was a picture of a guy's face with his eyes closed.

I thought it was going to be another advertisement for some kind of athletic apparel, but it turned out to be an ad for mattresses. It was advertising how those particular mattresses would provide a good night's sleep, which is essential for athletes. The advertisers must have been banking on the assumption that all athletes are dreamers, but nevertheless, it sells.

Thus, the health and motivational craze is no longer strictly for basketball shoes and aerobic wear. There are now bottled-water industries, car manufacturers and milk distributors all tying their products into the healthy, quick-fix, desired American lifestyle. And to great fanfare, they'll continue using health and motivation so long as they can lure us into buying their products.

I personally don't feel the desire to buy something because it has a great advertisement; I just like to read the ads because they motivate me. Then again, I am wearing Nike Air Max jogging shoes right now, so maybe these ads have subconsciously drawn me to buy them. No, I'm quite sure that's another addiction.

Duda is a junior news-editorial and English major and a Daily Nebraskan columnist.



Mike Luckovich