

## WORLD TRIBUNE MAILBOX

### New Logo Not a Hit

I understand that change is a natural function of life. The fact is, everything in life changes. Nothing stays the same. Nonetheless, even change can be more trendy than necessary. Sometimes change is not necessarily good.

My point or question is — why change the *World Tribune*'s headline? It looks cheap and not befitting such a quality publication.

— CHARLES BATEMAN, Newark, N.J.

First, many thanks and my deepest respect for the continuing efforts to improve the publications. I am a magazine editor myself, and I know how much work goes into every issue.

However, I must express my reaction to the *World Tribune* logo re-design. I do NOT NOT NOT like it at all. (No offense to the designer. It's fine in itself, graphically.) It's just that the previous, long-time logo, has a nobler, more "newspaper-like" appeal. The new logo looks cartoony. It makes the *World Tribune* look like a local neighborhood paper.

I'm reminded of the infamous Coca Cola logo re-design. If it ain't broke, don't fix it....

Anyway, keep up the good work, but I'm beggin' ya, please give us back the old logo. (Note to Logo Designer: It's a thankless job.)

— VALERIE KURITA, New York

The NEWWWWWWWWWWWWWWWWW! *World Tribune* is GGGRRREEEEEAAAATTTTTT! I really like the changes, and it is starting to look like a modern newspaper.

— RICHARD C. WISEMAN, Columbus, Ohio

I received the latest *World Tribune* in the mail last night, and I was appalled. First, I did not immediately recognize it and almost threw it away with the junk mail, which I never read. Additionally, I think your "new look" actually looks more like some of the efforts I have gotten in the mail from some of the Christian outfits, photography companies and sporting goods dealers.

Some facts you need to keep in mind are that we are a mature organization. As such, we do not need to be consistently changing things, such as the masthead of our newspaper, just to keep from falling into any ruts. In fact, our newspaper front page should be consistent and immediately recognizable to anyone as the voice of the SGI-USA.

Whether or not we like it, we are judged by appearances. This is especially from the people we want to appeal to — non-members. All the members already know the importance of the *World Tribune*.

Our masthead should be dignified, look professional and be immediately recognizable as what it is (the *World Tribune*). It should also immediately reflect the importance and dignity of our practice to non-members. I believe that you should immediately return to the previous masthead, which fits these criteria — simple, direct, dignified and immediately recognizable.

I would suggest that you replace the slogan which appeared under the *World Tribune* name, "The Year of Victory... New Century," with a permanent slogan, to appear where the other did: "Supporting the Buddhism of Nichiren Daishonin in America." We need to

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remember that we know we are Buddhists, and our paper should immediately tell people what we are.

Your easier-to-read index is not easier to read. In fact, it could be confusing. Your previous index, “Inside This Week,” was simple and straightforward. This new one simply looks cluttered.

I have been reading the *World Tribune* for a number of years now, and I still think the best format — easiest to read and most usable — was the format used in the late 1970s. I would also suggest that the *World Tribune* consider once more running some advertisements. Perhaps from Buddhist-related suppliers such as altar makers. This would serve two purposes: One is that it would let us members know where to find such people, and second you could use the money for better paper and ink....

— WILLIAM COWELL, Jessup, Md.

Some of the changes to the *World Tribune* have been good, but I must say that this new logo is not very good. As it is now, the masthead looks more like a tabloid.

If the subject of redesigning the logo has been up for discussion, why not hold a contest and open it up to all the members?

— DEBRA WILLIAMS, New York

### **New Attitude**

Regarding the article “Looking Into the Hearts of Another’s Faith” (June 19 “Perspective”): At last and finally, the *World Tribune* and a member talk about the arrogance that has been predominant in the SGI about other people’s faiths and ways of achieving world peace.

The SGI alone cannot achieve world peace. There are many people in this world who have taken spiritual paths different than ours, who are just awesome, and have made a positive difference in this world, whether they chant or not.

Let’s work on correcting this prevalent attitude in our fellow SGI members. It’s the best way to achieve kosen-rufu.

— MARIA LOVALVO, San Francisco

### **Yashiro, the Martyr?**

I have difficulty in believing that Nichiren Daishonin inscribed the Dai-Gohonzon with an ideal, fictitious person in his mind (June 19 “Mailbox”). Let me introduce the account I learned during my practice in Japan.

It is possible that Yashiro was one of the three martyrs of Atsuhara. The three brothers who were beheaded are known as Jinshiro, Yagoro and Yarokuro. Traditionally, however, brothers would often have the same sound in their names — “ya” in this case — followed by consecutive numbers such as *shi* (four), *go* (five), and *roku* (six). So “Yashiro” may have been the original name for the oldest of the Atsuhara brothers. Honoring his courage and firm faith, [the prefix] “*jin*” (meaning god) was given to him, thus he was called Jinshiro.

According to the *Gosho Jiten* (Gosho Dictionary), there was another believer with the name of Yashiro in Atsuhara. He was assassinated by warriors who were associated with a local priest shortly before the executions of the three brothers.

Given the fact that this Atsuhara Persecution convinced the Daishonin that the time had come to inscribe the Dai-Gohonzon, it makes much more sense to me if he had chosen either one of these martyrs, not a fictitious person, as a representative of all his believers.

— KATSUMI SOHMA, Boston

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*Editor's note: These two are common theories of Yashiro Kunishige's identity. Yet another one is that Yashiro was the donor of the camphor wood upon which the Dai-Gohonzon was inscribed. Josei Toda was aware of these theories but personally believed (according to The Collected Works of Josei Toda) that the Yashiro Kunishige on the Dai-Gohonzon was a fictitious person, an ideal believer, who existed in the Daishonin's heart and represents all believers of the Daishonin's teachings.*

### **Like the Moon**

I feel it's great that the *World Tribune* "Mailbox" features a wide variety of opinions and comments. What bothers me is when letters are cruel, attacking the writers of previous letters or articles.

Like the moon, that great body of work in the sky, some writers illuminate others, but others seem to only create darkness. Even when the latter speak the truth, it is only an eclipse.

As a disciple of Nichiren Daishonin, I will always strive to be the kind of person who illuminates the world.

— DON HANSBROUGH, Seattle

### **Encouraging Rays**

I have been an SGI member for three years, and I have been struggling personally to keep my head above water with my practice. With the encouragement from an extraordinary leader, Ms. Ingram, I am making it through. Reading [SGI President Ikeda's speech] "A Ray of Light" (July 10) really moved me and actually made a difference in the way I view my practice. Thank you for the encouragement and keep up the good work.

— KAREN ST. HILAIRE, Brooklyn, N.Y.

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