

SATANIC ICE CREAM?

When a Catholic League member emailed us a note recently about a Canadian ice cream company, Sweet Jesus, we decided to give it a pass: it was a fairly innocuous appropriation of Christianity, and there was no reason to believe that the intent was to offend. But that has all changed.

We have now learned that the company's logo includes at least one satanic symbol: in some marketing campaigns, the "S" in Sweet has been replaced with the symbol of a lightning bolt; an inverted cross appears in the place of the "T." The former is known as the "satanic 'S'" (which was used by Hitler's elite), and the latter is a mockery of the Cross of Jesus Christ. In other instances, the first "S" in Jesus appears as a lightning bolt.

Sweet Jesus has opened in Baltimore and plans to expand to Minnesota's Mall of America. "Our aim is not to offer commentary on anyone's religion or belief systems," the company says. Nonsense. Its aim is to offend. Indeed, if what they say is true, then let them sell "Sweet Jesus" ice cream absent the satanic symbols, restoring the "S" and the "T" to their proper place.

Meanwhile, Americans should send the purveyors of this demonic message a Christian message of their own: boycott Sweet Jesus.