

American Decency Association

PO Box 202, Fremont, MI 49412 231-924-4050 www.americandecency.org

Encouraging Christians to guard their hearts

July 2009

Calvin Klein at it again

Don't shop CK

By Bill Johnson



In the mid 1990s, Calvin Klein created a big furor in New York City as they placed racy ads on buses and bus stop benches.

AFA led the charge at getting out the word and untold numbers (tens of thousands) immediately expressed outrage.

Almost immediately, Calvin Klein backed off!

Calvin Klein's (and others including Abercrombie & Fitch and their "child" Hollisters) marketing philosophy is to use hot ads to elevate controversy and they expect sales to follow.

That isn't always the case. How else can you explain A&F's decline in sales in 2003 after months of such controversy? A&F, too, backed away from their egregious advertising

[Though make no mistake - Abercrombie & Fitch still tests the waters via particular in store wall displays.]

When Calvin Klein toned down, I commented that they would try again. It's just a matter of time, I said at that time. They are who they are. They'll push and push again and IF Christians give in and give up, we will be bombarded with pornography on the sides of buses, park benches, newspapers. It will be constantly in our faces.

"Haven't you noticed?" you're probably thinking. Yeah. I know. We are well along to "Slouching Towards Gomorah" (as Robert Bork wrote in his book with the same title.) But, it can get worse as evidenced by this latest piece of depravity from Calvin Klein.

Yes. Calvin Klein is back in the news with its disgusting ad. [How to describe this is very difficult. Somehow racy, hot, pornographic, edgy, disgusting - none of these terms quite describes the depravity shown in this degrading advertisement.]

Predictably, asked about the message in the ad, a Calvin Klein spokesman said the "intention was to create a very sexy campaign that speaks to our targeted demographic. ..."

Express your concern:

Calvin Klein, Inc.
Paul Thomas Murry, CEO & President
205 W. 39th St.
New York, NY 10018
Phone: 866-214-6694
Toll Free: 866-214-6694
Fax: 212-221-4541

Calvin Klein is owned by Phillips-Van Heusen Corporation.

The Phillips-Van Heusen Corporation also owns Van Heusen, Izod and G.H. Bass.

It is a sad day when even after being informed of the depraved practices of a company like Calvin Klein, we purchase from them anyway. God help us to stand against evil.

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Let's come together on July 31 and August 1 in Fremont to discuss the battle against pornography.



Our summer conference is coming up in less than 30 days!!! I ask two questions of one of our presenters - Steve Ensley, President of American Family Online (www.afo.net) - including "What's the use?"

Steve answers two basic questions starting with the following:

Q: What is there about the nature of people and pornography that makes it like a cancer?

A: Some would say there is no simple answer and yet there is! The root of pornography goes back to Adam and Eve. They wanted no restrictions. Our culture today wants no restrictions. As a result the strong physical attraction between a man and a woman that God designed for procreation

and mutual love is perverted into self-pleasuring without restriction.

What God designed as beautiful, holy and pure, our fallen nature has perverted into the base and corrupt. We are all fallen and we are all tempted and only by the grace of God can we avoid turning something so beautiful into something so selfish.

Q: We're going to be coming together on July 31 and August 1 to discuss the battle against pornography. What's the use?

A: First, if we do not arm ourselves with the information and knowledge that God is giving us through these conferences, then we are only sheep led to the slaughter along with all those around us. We must be educated, aware and stand together to be the "church" for each other. It is almost selfish to say "why even try", we cannot do anything about what is happening anyway. Even the smallest action for purity and for the sake of others does NOT go unnoticed by God. A conference like this can be a mighty weapon for the battle against pornography that we face.

Second, although it may feel like we are losing the battle and that our efforts will not change anything, the real truth is that if we DO NOT stand against the evil, it will change us! If not for our own sake, we need to take a stand for our children and grandchildren.

What will their world be like if we don't? What chance will they have to hear and see the truth if we give up? If we love one another as Jesus commanded us to do, then we cannot stand by and allow the extreme pain, suffering and anguish caused by our "anything goes" pornographic culture. It is not love to stand timidly by and watch another person suffer when we can do something to help!

Conference details:

Where?

ADA headquarters
203 E. Main Street
Fremont, MI 49412

When:

Friday evening -
Saturday (July 31-Aug. 1)

Reservation by phone at 888-733-2326 or via email at:
kimberly.cargill@yahoo.com

For a brochure, call -231-924-4050

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