

**Can you believe this? Abercrombie & Fitch is at again -- see their new line of T-s.**



**The first A&F t-shirt pictures a young girl opening her blouse - exposing herself. A&F titles the image: "Show the Twins". Another t-shirt depicts a female running nude. A&F titles it: "Female streaking encouraged." The next Abercrombie & Fitch t-shirt is entitled: "Female Students Wanted for Sexual Research"**

For those of you who have followed our ministry for a number of years, you are aware of our campaign against the pornographic advertising schemes of Abercrombie & Fitch in the early 2000s. With your help, we made an impact on Abercrombie & Fitch, and A&F stopped the production of their quarterly so-called "catalog" which featured dozens of photos of fully nude youth erotically posed, including the implications of group sex.

A&F has never completely rid themselves of provocative advertisements, and so we continue to monitor the company and make it known when they start going down that path again. In our last newsletter we made readers aware of a topless, sexually explicit wall display within A&F stores.

We are not naïve. A&F is driven by profits. Their change in advertising did not come due to a sudden concern for our youth, but only by a loss of profits resulting from the growing boycott we promoted.

In the light of A&F's recent financial reports, one wonders if these disgusting t-shirts mentioned above are a desperate attempt to draw customers by reverting to their pornographic ways. This is a company that must be held accountable.

#### See:

[http://www.americandecency.org/  
http://www.americandecency.org/  
archives/722/#more-722](http://www.americandecency.org/http://www.americandecency.org/archives/722/#more-722)  
[http://www.americandecency.org/  
archives/731/#more-731](http://www.americandecency.org/archives/731/#more-731)

#### WHAT CAN YOU DO?

- (1) PRAY FOR A&F decision makers.
- (2) If you have recently purchased A&F (Hollisters) clothing, take it back - express your concern - and ask for your money back.
- (3) Discuss A&F with your youth. Two of the issues surrounding this:
  - a. As Christians, do we identify with Christ and His love and righteousness?

Or do we identify with Satan and his works of deception, darkness - tugging at us to identify with flesh, and be "on the edge?"

b. Boycotting. It's a good thing to have convictions. To believe so much in what is good, right, honoring that you make a full-hearted decision not to align with a company and/or product that goes against your conviction - even if others could care less.

4) Please pray that many will ask God for greater passion for personal purity and holiness. Pray that God will raise up numbers of us who are indignant over things such as what Abercrombie & Fitch is doing.

Pray that many others, young and older alike, will take a stand by speaking out directly at their local stores.



**From the desk of  
Bill Johnson,  
president**

**Societal angst and the battle for  
decency? Is there any connection?**

Having just returned from the Values Voter Summit at The Omni Shoreham Hotel in Washington DC, and having heard many powerful presentations, I have conflicting thoughts regarding the future of our great country.

I am truly encouraged when I see and hear how God is raising up some of the finest young warriors and articulators of the faith and His principles of grace and Truth, applying them to life here in this troubled U.S.A.

My son Chris writes about some of this on page 3. He mentions 21 year old Lila Rose who has gone into Planned Parenthood clinics taking video to expose Planned Parenthood's fraudulent practices and lies. What a bold, yet humble warrior for the unborn!

We saw a 33 minute movie clip of a DVD entitled "33 minutes" produced by Washington think tank, The Heritage Foundation.

The Heritage Foundation is an effective research based organization. In this revealing DVD clip, Heritage Foundation shows that Iran, for example, could reach mainland America with a nuclear device within 33 minutes. Some experts suggest that Iran already has that capability. Others believe that if they don't have nuclear capability that they are closing in on that capability.

Now I have been pointed to a video clip on Youtube.com. We now have solid confirmation that the communist government of China was permitted to raise their flag above Washington, DC for the first time on Sunday, September 20, 2009.

And, I'm reading in the Detroit Free Press that fans attending the University of Michigan football game this Saturday will not be allowed to bring in diaper bags, purses, etc. because of concerns regarding increased terrorist threats.

Yet, our President has in recent days dismantled our missile shield in Europe against the counsel of many allies and military professionals.

Indeed, what are we to make of this?



**Chris, Jan and Bill Johnson visiting the Lincoln Memorial while at Values Voter Summit at our nation's capitol**

I just learned that the Obama Administration has threatened a health insurance company to stop warning elderly customers they'll lose health care benefits if proposed health care legislation is passed. Since when does our government have the right to intervene in the way a company advertises because it challenges the government line?

This kind of stuff has serious implications for freedom.

What does all of this societal angst have to do with the fight for decency?

Our leadership is faltering. There is so much division between political parties and ideologies. With the arrival of each new election cycle, there is more money being spent on the campaigns and less civility; the lines of demarcation continue to widen.

In earlier years there seemed to be a shared understanding that we needed to legislate and live under the parameters of our Constitution and the Bill of Rights.

Now, there is a growing sense that every man does what is right in his own eyes without regard for the law, the Constitution, the Bible, how this or that decision may affect others, what God has to say about this?

I don't mean to be whining. I am merely trying to express what I see as it relates to our ministry and our ability to affect positive change in the decaying, decadent climate that we find ourselves.

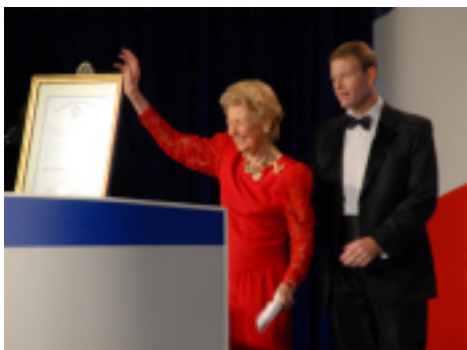
Recently talk show host Laura Ingraham was interviewing the founder of a company that we have reported on earlier this year. This company is contributing to more division, adultery, divorce, godlessness.

I refer to AshleyMadison.com. This degenerate corporation (AshleyMadison.com) targets troubled marriages and offers adultery options. "When you assail marriage, you promote adultery and attack the family, including little children. As to this despicable website, they're totally wrong. Life is not short. It is eternal. And we must consider the eternal consequences of infidelity." [Family Research Council, September 21, 2009]

I believe it is vital for each of us to stay informed and certainly to get our own houses in order. May each of us be in His Word and be people of prayer - asking God to strengthen us to be His people in these days.

# Values Voter Summit in Washington DC - September 18, 19

*Powerful presenters spoke on watershed concerns facing us all*



**Phyllis Schlafly greets hundreds at a dinner honoring her years of excellence in Christian ministry as the founder and President of Eagle Forum**

In recent weeks, my youngest son Chris (20) has joined us at our headquarters. We are waiting upon the Lord as to God's leading in his young life. Chris, as some of you know, was recently married.

Chris eagerly desired to attend the Values Voter Summit with us and we asked him to write about his experience at this powerful weekend event.

*By Chris Johnson*

Last weekend, September 18 –20, Dad, Mom, Lisa and I made the seven hundred mile journey from our headquarters in Fremont to Washington DC for this year's Values Voter Summit. There in the nation's capitol, with thousands of other concerned Americans from almost every state of the union, we had the opportunity to hear the titans of the conservative movement: Gov. Mike Huckabee, Bill O'Reilly, Tony Perkins, Rep. Michele Bachman, Rep. John Boehner, Bishop Harry Jackson, Star Parker, and many, many more.

I don't think the staff at the Omni Shoreham Hotel had any idea what to expect when the weekend of the Summit rolled around. The majority of the two thousand attendees were not the average customer of the Omni. They weren't the busy lawyers or high-strung businessmen or even the vacationing families that I imagine are the usual clientele. We were truly the grassroots, everyday American. We were the conservative representatives of 49 states. We were the kind of people who had to ask how the valet parking worked. We weren't

there for a vacation, we were there to hear the truth.

As I walked into the main auditorium Friday morning, still dreary because my parents get up and make way too much noise way too early, I noticed something in the air. Something energizing. It was expectancy. These people were waiting with the attitude of a fighter saying "hit me, come on!" We were not disappointed, and I couldn't stay tired for long.

The summit was one week after the huge TEA party in D.C. where an estimated 1.8-2.5 million people gathered on the Mall to express themselves to our heads of government. That fact and the fact that this was the biggest VVS so far really helped to excite the event. Rep. Mike Pence summed up the attitude, calling our gathering "the beginning of the comeback... for our values." It was in that spirit that the weekend moved forward.

There are a lot of problems in our nation and our world right now. But I was reminded that what the media reports is not what really is. Our main inlet for news is so heavily filtered that by the time it gets to us, it tells a completely different story than the truth. So while we hear that our culture is overwhelmingly liberal, the truth is that that's what we need to hear to become liberal. If we hear there is no hope and that our battle is already lost or that we are swimming upstream, we are that much more likely to give in. This weekend, however, we heard real news outside of the filter.

*Here are some of the stories we heard this weekend.*

Lila Rose, a twenty-one year old from California is the president of Live Action, a youth-led, pro-life movement for human rights. Live Action has been very successful in calling out Planned Parenthood's inherent corruption in Clinics all over the US. Through Lila's Mona Lisa Project where she goes into a Planned Parenthood office undercover as an under-aged pregnant girl, she has over and over again caught Planned Parenthood employees on tape telling her to hide the age of her older boyfriend and not having any qualms about hiding statutory rape. She has been on Fox News

several times, and her videos have been seen by thousands through Fox News and YouTube.

We also heard from Star Parker who was once a welfare-dependant single mother in inner city Los Angeles. She admitted to having four abortions during that time. Today she heads the Coalition for Urban Renewal and Education. She regularly appears on national television and before Congress to speak of the dangers of both welfare and abortions.

Dr. Ergun Caner gave one of the most powerful accounts. Raised as a devout Muslim, in Ergun's senior year of high school he converted to Christianity. He is now the President of Liberty Baptist Theological Seminary.

God truly works through people of every shape, size, and color! And these were only some of the messages. Every speaker and every message expressed hope and expectancy as we stand for the founding principles of our nation. The biggest thing that I took away from the 2009 Value Voter's Summit was that we are not the minority. We aren't going down fighting. We are rising up for the first time in a long time, and



**Carol and Buddy Smith (AFA),  
Bill and Jan Johnson (ADA)**

we are going to take back our country. Mitt Romney closed his speech with this:

"We don't get to choose the tests and the trials that are ahead, but we do get to choose how to meet those tests and we'll meet them as conservatives have done before. We will find strength in each other and we'll answer our opponents with good will and honest words. And we will go forward committed to our ideals, confident of victories to come, and certain that God does bless America." Amen



## Contact A&F con't from page 1

Michael Jeffries, Chairman And Ceo  
To Email A&F [www.abercrombie.com](http://www.abercrombie.com)

Abercrombie & Fitch  
Michael Jeffries, Ceo  
6301 Fitch Path  
New Albany OH 43054  
614-283-6500  
or 888-856-4480  
Fax:614-283-6710

### Donald E. Wildmon update



9/25/09-Donald E. Wildmon, Founder and  
Chairman of American Family Association.

The following word of update comes from  
a dear friend of this ministry and the brother  
of Don Wilmon. Allen Wildmon writes:

On September 22] at 6 a.m., they took  
Don by ambulance to a special rehab  
center in the Methodist Hospital in Jackson,  
MS. Lynda, his wife, will be staying  
with him full time. His doctors believe  
he will be there from two to four months.

As reported in last month's newsletter, Don  
has been diagnosed with Missouri encephalitis.

He is still not eating well. He is not always  
speaking clearly. Your prayers and concern  
are coveted. Thanks.

*If you would like to send a Get Well greeting  
or card to Don, address it to: Don Wildmon,  
PO Drawer 2440, Tupelo, MS 38803.  
Or, you can email your greeting to [GetWell-Don@afa.net](mailto:GetWell-Don@afa.net).*

## AshleyMadison.com - a despicable company aggressively targets troubled marriages and offers adultery options

By Bill Johnson



Ashley-Madison. I first heard about this disgusting  
company back during the SuperBowl. AshleyMadison.  
com targets troubled marriages and offers adultery op-  
portunities. NBC and the NFL formerly rejected the ad  
airing nationwide, but many stations picked it up in-  
cluding in Texas, to their shame, I might add!

The ad (in short) featured a married couple “celebrating” their anniversary in a restaurant.  
A particular scene in the ad demonstrates that the husband is an insensitive bore. He shuts  
off his wife from speaking and moments later receives a cell phone call. He basically says  
“oops got to run” leaving his wife sitting alone bewildered, degraded and longing to be  
treasured by her husband but vulnerable - seeking to be loved.

The ad targets such individuals. Offering a twisted form of dating service, they match up  
married persons wanting to have secret, adulterous affairs.

Recently, conservative talk show host, Laura Ingraham interviewed Ashley-Madison,  
CEO and founder, Noel Biderman. She started her interview with Biderman with these  
introductory words: “It’s a website devoted to helping married people in an interest-  
ing and provocative new way.” Ingraham is better than this. For the life of me, I can’t  
understand why she would give Biderman significant airspace to promote his extremely  
perverse website giving easy opportunity for people who are married to have an affair.  
Why would one who is conservative and right regarding so many issues destructive to  
the American culture allow this on her very popular program? A quick persusal of Bider-  
man’s website reveals perversity, lechery, corruption.

The notorious site currently boasts over 4 million members with a new member signing up  
every 20 seconds. Ashley Madison went mainstream in 2008 when they began airing their  
previous commercial on CNN, ESPN, Fox News and MSNBC. This new commercial is  
the first time they’ve ever been allowed to advertise before 9 pm. ...

Here are some of the promotional phrases found on Ashley Madison’s webpage:

“Life is short have an affair.”

“Join AshleyMadison.com for free and have an affair ... Guaranteed!”

“100% Guaranteed - The Ashley Madison Affair Guaranteed”

“Are you married but looking? Ashley Madison is the place for Married Dating.”

“In this current economic climate,” adds Biderman, “Divorce isn’t an option for many  
women who are stuck in unhappy marriages. We want them to know there’s a service just  
for them. AshleyMadison.com’.

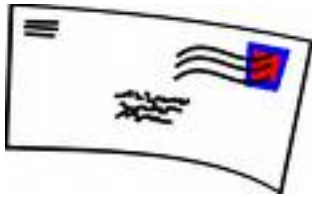
Listening to Laura Ingraham discussing this as if it’s just another provocative issue that’s  
interesting is symptomatic of so many “good” people. Look, marriage is under attack  
as never before on so many fronts. Where is the outrage? Where is righteous indignation?  
Where are those who will stand up and simply say “ya know what, Mr. Biderman?  
You have an awful lot to answer for. There is such a thing as the judgment of God.  
You are personally responsible for providing a means for people to cheat on their  
mate thereby contributing to the destruction of countless marriages and families.”

### Laura Ingraham contact info:

Website email: <http://www.lauraingraham.com/asklaura.jsessionid=DA7B8E7F216402FD3A6BB03E0E5B2E5>

Phone: 1-800- 876-4123

## Letters from our supporters



Hi! Just a note to let you know we enjoyed your seminar this summer. It was very enlightening so we know what is going on around us. Thank you,  
Henry and Marian

A great summer conference! Enjoyed it!  
Jim and Delores

... Life is speeding by, faster and faster each day. It will all soon come to an end and all that will be left is what we did for God - everything else is just wood, hay, and stubble. ... I am so thankful to have you as my friend.  
L.H.

Dear Warrior Friend, I believe I have been one of those that have been with you since the beginning... I have prayed that new people would help too. I still will send money even if it can't be matched. I didn't get as much for returnable cans and bottles as I used to (it goes to God's work) because so many are out of work, and they all used the extra money to help themselves...  
C.T.

God bless your ministry -- "as it was in the days of NOAH, so it will be in the days of the coming of your LORD."

...Bill, the speakers were terrific. They had so much good information...

I prayed you had a good turnout when Pat Trueman was there and God would be glorified.

The conference you had Sept. 12 also sounded wonderful. I am 78 years old but, I am praying for you. I had cancer two years ago ... and tomorrow I have to go for a biopsy ... Please keep me in prayer, but I know God is in control and He is a great God. I couldn't live without Him.  
E.D., Grand Rapids

## The new fall season and its perverse TV programming

By Bill Johnson

While I was in my early thirties, I was becoming concerned about the declining quality of television. I saw television worsening with every year. Promiscuity, adultery, unfaithfulness, making light of sin and wickedness was becoming increasingly rampant mostly in the context of comedy shows, greasing the skids for societal acceptability.

Kim, in our office, has begun tracking some of the new network shows for the fall. It is beyond awful. God have mercy upon us!

I am thankful that I lived in an era when television was almost totally decent. There were good role models in program after program. We all know that television makes a huge impact upon its viewers. It is difficult not to wonder "How in the world can these young people avoid not being negatively impacted by the trash of this age?" Even if you don't have a television in your home, kids don't live in a bubble.

One television show after another planting seeds of degradation, temptation, spiritual dumbing down with alluring, lust-producing images! How dangerous. Hour after hour - undercutting, going against our God-given responsibilities of raising our children under the admonition and nurture of God's Holy Word. Truly, I am burdened for you parents who desire to raise your children unto the Lord.

## ABC's Cougar Town: The most despicable network television show coming out this fall?

By Lisa Van Houten

A number of years ago Judge Robert Bork described our increasingly wicked culture as "Slouching Toward Gomorrah" in his book entitled the same. In just a few short years since, we aren't approaching Gomorrah - it seems we've arrived.

Indicative of that is the slew of new network television shows now premiering. As this newsletter is going to the printers, we're

compelled to make you aware of one such vile show that premiered last night.

The ABC sitcom, "Cougar Town", features Courtney Cox as a 40 year-old divorced mother of a teenage son. The premise of the show seemingly is to portray the sexual exploits of this 40 year old woman with young men. If the first episode is any indication, each week will be one illicit encounter after another. A 30 minute sitcom filled with crude sexual references and scenes from beginning to end.

The show opens with Cox's character naked in front of a mirror and ends with her shoeing her son out the door so she can have sex with her new young lover. In between, the perversity continues - exemplified by a segment showing the female lead character at her son's high school football game, lusting after a teenage boy telling her friend, "I'd like to lick his body". Or there's the scene where, wearing very skimpy lingerie, she flashes the paper boy then later asks her son, "I'm guessing the kid I flashed goes to your school. ... Is he single?" Later she picks up a young man at a bar, has sex with him in her home without remembering his name, and is caught performing oral sex with him by her teenage son - all set to laugh tracks.

Only thing is, there's nothing funny about it. This show makes me weep. I weep for this country which has fallen so far so fast. I weep for impressionable viewers - young and old alike - who get caught up in such wicked entertainment; I mourn for those who move from being entertained, to acceptance, to imitation. And I am outraged that such trash in foisted upon us.

This truly is a wicked generation. Yet as the stench of our nation's sin reaches the one true, holy God, may we, as Abraham, plead for our country and her people before our righteous and merciful Lord.

One sponsor of "Cougar Town" is Sears. Contact Sears Corporation and urge that they not align their company name with such filth.

Sears Holdings Corporation  
W. Bruce Johnson - Interim CEO  
3333 Beverly Rd.  
Hoffman Estates IL 60179  
Phone: 847-286-2500  
Fax: 847-286-8351

## Guarding the Treasure -- Accolades to members of the Greatest Generation



Recently a couple of ladies contacted ADA regarding a change in policy at their local hospital. For years Christians were allowed to distribute in the waiting rooms and other traffic areas, Christian literature including copies of the New Testament (an outreach of the Philips Project). This volunteer outreach was done by varieties of individuals who merely wanted to make sure people going through physical and emotional need would have spiritual devotion material at times of great trouble.

In recent weeks, however, various Christians were noting that those materials were not to be found in the waiting areas where materials had always been present.

Upon questioning particular hospital officials, it was discovered that a decision had been made somewhere within the hospital to not have those materials available any longer throughout the hospital, but rather to have them available only in the Chapel. [Gideon Bibles would continue to be available in all patient rooms and throughout the hospital as in the past.]

All the other spiritual materials, devotionals, and copies of the New Testament had been picked up and placed in the Chapel in a box.

The word went out to other concerned Christians. Hospital leaders were hearing from the people, but it seemed that the hospital was sticking to this new policy. In all fairness to this good hospital, hospital leaders were acknowledging that the hospital had not done a good job in putting into effect this change in policy.

Two ladies were particularly burdened over the implications of such a decision. Their views were (1) People who are ill and their family members would not necessarily seek out the hospital chapel. (2) This policy would do irreparable damage to the public relations of the hospital as the hospital had always been welcoming to people of faith, prayer, devotions. This would give the impression (whether warranted or not) that the hospital was no longer welcoming to the true healer - God - as it had once been. (3) That God's very presence could be hindered by the hospital hindering the flow of God's Word.

With the help of God, the prayers of many, and with reasoned conviction, these two ladies (aged in their 80s) met with two hospital officials. Hospital leadership apologized for the manner of change and invited people of faith to once again distribute Christian literature to the hospital as it had for so many years.

These ladies guarded the precious treasure by caring, praying and staying faithful. They guarded it for the Kingdom of God, for people of all ages, stages, conditions and circumstances of life, of belief or of unbelief, recognizing that God's Word is a balm to the soul of a person in need.

Our local hospitals are places where people come because they are in need. They are humbled by harsh circumstances of life - sometimes more than their troubled hearts can bear!

To be able to go to your local hospital and know that you are cared for by the hospital staff, the administration, the doctors, the nurses, the support staff, the volunteers, the chaplain is a great privilege.

These ladies know all of this. They acted upon it and took their concerns to this good hospital and finally got the listening ear of the hospital administrator who understood and honored the resolve and the rightness of these ladies. We owe a debt of thanks to the people like them who behind the scenes make such a difference.

## Detroit City Council considers strip club crackdown



Detroit, Michigan

We are encouraged to report that the Detroit City Council is considering a crackdown on city strip clubs - possibly implementing restrictions ADA fought for in legislation that failed to pass the Michigan Legislature in 2000.

"...Opponents said possible changes, which include a ban of lap dances and VIP rooms, would run them out of business and leave more city residents unemployed.

The changes could keep topless dancers six feet away from customers, on stages at least 18 inches high and in rooms of at least 600 square feet. That would make tipping dancers difficult and eliminate VIP rooms. Most club employees -- from disc jockeys to dishwashers -- also would have to pass background checks and wouldn't get licenses if they've committed specific crimes, including some drug and sexual offenses. ...

The city has spent \$75,000 to get advice from Scott Bergthold, a Tennessee attorney who has worked nationwide to shut clubs down. And it has settled two federal lawsuits involving strip clubs recently for almost \$670,000. The clubs say they bring in more than \$3 million annually to Detroit in property taxes and fees and employ nearly 6,700 people.

City Council did not make any decisions during today's session. The ordinance is fluid, and they are expecting more input from members for the next two weeks before coming up with a final draft of the ordinance." [Detroit News, September 22, 2009]

**See enclosed post card to urge Detroit City Council to crack down on sex clubs.**