

Sears Sinks to Selling the Salacious by Chris Johnson



From their beginnings in 1886 as a mail order company, Sears, Roebuck, and Co. sent catalogs to their customers and relied on images to sell their products. By this method, Sears became the largest retailer in the U.S. and probably the first company to utilize the power of pictures in the selling of products.

I think it is safe to say that since it became a department store in 1925, Sears has also been recognized by most families as a respectable, family-friendly place to shop. They have provided families with baby pictures, glasses, clothes, appliances, and tools.

And now, pornographic posters for the special man in your life.

In June 2010, One Million Moms (an AFA outreach) rebuked Sears for selling a particular sexual poster under their "Gifts for Dad" section. Several days later, Sears acquiesced to One Million Moms' request that the poster be removed from the website.

A few weeks ago, however, American Family Association once more brought to our attention Sears' posters, this time in the "Art" section of the website. These aren't just posters of scantily-clad women. Some of them depict groups of people, lesbians and others engaged in sexual activities. Very little is left to the imagination.

Given its history, Sears, of all retailers, should recognize the persuasive power of images, yet this company has no problem marketing posters with full nudity and

overtly sexual themes including group sex and lesbianism.

Dr. Judith Reisman, an expert on the effects of pornography, had this to say via World Net Daily, "*Sears' management clearly agreed that pornography would conscript children and vulnerable adults as consumers. The Sears pornography adverts had to survive multiple administrative debates, redrafts and societal cost-benefit analyses before they got the green light.*"



Children cannot buy alcohol because their bodies and brains are corrupted by its toxins. Similarly, Sears' reckless distribution of pornography, of 'erototoxins' in the public space should be charged with deliberate brain damage - bringing the role of dopamine as a 'natural drug' to an American jury."

We ask that you would stand with us, AFA, and other decency ministries and let Sears know that you, their potential customer are not okay with their decision to contribute to the dissolution of our families.

Contact Sears

Bruce Johnson, President
Sears Holdings
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Hoffman Estates, IL 60179
Phone: 847-286-2500 or: 1-800-549-4505
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E-Mail: general@customerservice.sears.com

Sample letter written by a concerned citizen:

Mr. Bruce Johnson:

I visited Sears' website today and searched for "art" items to purchase. Imagine my amazement to find nude pictures of pornographic movie "stars".

My first credit card was from Sears, that was over 35 years ago. I remember Sears being a very family-friendly place to shop and certainly not a place where I had to be concerned about being assaulted by pornographic images. By selling pictures like these Sears is contributing to the moral decay that is destroying the innocence of America's youth. Shame on you and Sears. I will not go back to your website and I most certainly will not visit a Sears store until this awful situation has been reversed.

*You owe your customers an apology.
Mt. Airy, MD*



From the desk of Bill Johnson

“Therefore whosoever heareth these sayings of mine, and doeth them not...”

When I come home and am greeted by little 2 year old Danny and 4 year old Mia, I am fully reminded of the need to do battle for our children and grandchildren.

I have experienced enough life to see that giving your life to Christ and putting yourself under the authority of the Word of God makes all the difference in the world in the life of a person and a family.

Truly, the Light of the world is Jesus! Once I was blind but now I can see. I say that first of all from my own life.

I rejoice in my salvation and believe fully that “He which hath begun a good work in you will perform it until the day of Jesus Christ.” [Phillipians 1:6]

I’m a sinner in need of a Savior. Though I am saved, I need Him each and every day from the moment that I start the day and all throughout the day. Starting the day in the Bible and reading from a devotional or two and spending time in prayer has huge significance in my life. It helps me to focus on God and His plan for me.

One of the very first verses I ever memorized was from Joshua 1:8. “This book of the law shall not depart out of thy mouth; but thou shalt meditate therein day and night; that thou mayest observe to do according to all that is written therein; for then thou shalt make thy way prosperous, and then thou shalt have good success.”

It is so easy for each of us to get distracted from the most important things of life. As we do so, we get easily confused and frustrated. Another verse with such meaning is from

Matthew 6:32-33: “But seek ye first the kingdom of God, and His righteousness; and all these things shall be added unto you.

Take therefore no thought for the morrow: for the morrow shall take thought for the things of itself. Sufficient unto the day is the evil thereof.”

Such simple truths - simple but profound.

As we raise our children and assist with our grandchildren and pray for our loved ones and friends, we desire so much that they will by faith just take hold of Christ’s hand, take Him at His word, and learn to abide in it.

Matthew 7:24-27 really gets to the heart of it where Jesus says the following: “Therefore whosoever heareth these sayings of mine, and doeth them, I will liken him unto a wise man, which built his house upon a rock:

And the rain descended, and the floods came, and the winds blew, and beat upon the house; and it fell not: for it was founded upon a rock.

And every one that heareth these sayings of mine, and doeth them not, shall be likened unto a foolish man, which built his house upon the sand:

And the rain descended, and the floods came, and the winds blew, and beat upon the house; and it fell: and great was the fall of it.”

These are very troubling days in which we find ourselves. I’m not sure that things are going to get better any time soon.

One thing I am sure of: We need to get back to abiding in God and living under the authority of His loving Word!

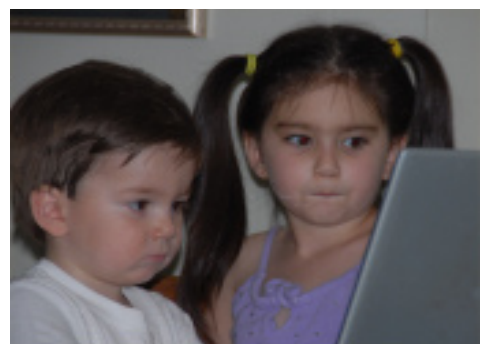
May God help us!

Bill

For the preaching of the cross is to them that perish foolishness; but unto us which are saved it is the power of God.

I Corinthians 1:18

But Jesus said, Suffer the little children, and forbid them not, to come unto me: for of such is the kingdom of heaven. [Matthew 19:14]



Government of the people, by the people, and for the people???

by Chris Johnson



Can an honest nation call itself free when the opinion of one man can trump those of 7,000,000 of his peers?

Recently Judge Vaughn Walker announced that the wishes of the citizens of his state were to be ignored in the state's treatment of homosexual marriage. This judge's rejection of Proposition 8, which sought to amend the state's constitution to define marriage as between one man and one woman, is perverted on every level.

This ruling is obviously an abomination before God's eyes; it bastardizes the constitution; and it undermines the God-ordained definition of families.

Saying that homosexuality is an abomination in God's eyes always raises the hackles of some people. But I don't say it lightly or with my own words. You can take God's Word for it: *You shall not lie with a male as with a woman. It is an abomination.* (Leviticus 18:22) Pretty clear.

I know there are some who believe that the laws given in the Old Testament were cultural and tied to the times or the Old Covenant and they don't need to be followed, but this time God doesn't just say not to do it. He says it's an abomination. Now, I believe that one of the foundational beliefs of Christianity is that God is unchanging. By my logic then, if He said it's an abomination back in Leviticus, He probably hasn't turned around and said He's changed his mind since creation and its cool now.

Also, this verse is followed by a command against bestiality. I think that very few would argue with that commandment, why

should we throw out the preceding verse?

Moving on to the judicial flagrancy towards the Constitution.

Judge Walker appealed to the Activist Judges' favorite section of the Constitution: the 14th Amendment, Section 1. The article reads: *No state shall create or enforce any law which shall abridge the privileges or immunities of citizens of the United States; nor shall any State deprive any person of life, liberty, or property, without due process of law; nor deny to any person within its jurisdiction the equal protection of the laws.*

The answer to the Judge's argument is simple. No one is telling people that they can't get married. Only that they cannot marry someone of the same sex. We would also say they also cannot marry a horse, or a tree, or a railroad track.



There are no rights being denied those who practice homosexuality. They have the same right to a heterosexual, monogamous relationship that everyone else does.

Any rights being encroached upon are those of "we the people!"

Think about it. How can we stand on the words of Abraham Lincoln and claim that we are a "government of the people, by the people, for the people" if the opinion of one man, unanswerable to his constituents, can disregard the will of the citizens to whom he owes his power and position.

When the freedom of the citizens to amend the constitution of the state of their residence can be denied by the decision of one unelected official, we have ceased to be a representative republic.

As unfortunate as this case is for Christians and Americans who still believe in family values, it should concern every American who wants to maintain the ability to affect the outcome of public policy. In other words, any American who opposes the concept of an oligarchy. **This case may someday be a bullet point in the outline of the fall of America's Constitutional government.**

The third institution that Judge Walker violated so grievously is that of the family. Literally since the beginning of time, a family has consisted of a father, a mother, and their offspring. Judge Walker not only throws the voices of Californians in the garbage, he trashes the traditions and beliefs of every preceding generation.

Here is a direct quote from Walker's ruling. *"Children do not need to be raised by a male parent and a female parent to be well-adjusted, and having both a male and a female parent does not increase the likelihood that a child will be well-adjusted... The sexual orientation of an individual does not determine whether that individual can be a good parent. Children raised by gay or lesbian parents are as likely as children raised by heterosexual parents to be healthy, successful and well-adjusted."*

What's concerning about this ruling is that, if upheld by the courts throughout the subsequent appeals, this definition of family will dictate rulings for the whole nation for as long as she survives. Further, there would be nothing preventing future "redefinitions" of marriage to include the union of any and all combinations of people who wish to be married.

As if all that is not concerning enough, here's the kicker. It would be infuriating enough if this were just a liberal activist judge, but Vaughn Walker is about as biased as you can be in this case. He is homosexual himself! So the decision regarding homosexual marriage is not being made by an unbiased judge, but by a practicing homosexual!

Wake up, America! It's time to go to work!

Match Grant Challenge offered for \$15,000

A&F nasty wall displays

by Bill Johnson



On July 9, we received the following email

I know your ministry continues to struggle as many are. We would like to try to help again. We will match any new or increased gifts given from 8/1/10 through 12/31/10 up to a total of \$15,000.

A new gift is any amount given by someone who has not given in 2009 or 2010. An increased gift is any amount given by an individual that exceeds the amount the person gave in 2009 (you would add all 2010 gifts from an individual and all 2009 gifts from that person and we would match the excess amount of 2010).

Please let me know if you any questions.

May God richly bless you and your family and your ministry.

A personal note responding to this gracious and generous match grant offer

We want you to know we are committed to the long haul in this ministry. Our ministry's 25th anniversary made it clear that we are prayed for, loved and supported!

Nonetheless, no ministry can have a vital impact without continued growth and development. No ministry can grow in its impact without the addition of new members and people with new invigoration to get involved, support and to sacrifice.

There are numbers of people receiving this newsletter who care deeply about this ministry and the concerns that we focus upon, yet who remain on the sidelines in terms of their financial support of this ministry.

In order to press on, we have to be able to provide for our staff. Without substantial strengthening, we will not be able to accomplish this area of need.

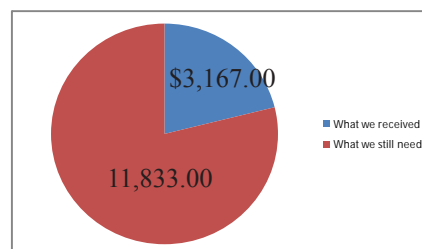
There are numbers of you that have given faithfully and generously since even the late 1980s. It was a great joy to see many of these precious friends at our July 30th dinner. We have relied upon them for a long, long time. Words can never adequately express our deep gratitude and love for you.

By God's grace, we do need their continued help. Make no mistake about that. However, we now need more than ever before a solid core of others to prayerfully stand with us as faithful supporters to help empower us to move onward and upward as we do our best to engage this wicked culture with the calling God has given us.

Are you a person or family that reads this newsletter regularly and sincerely? Are you a person that cares deeply about God's call "to pursue holiness without which no man shall see the Lord?" Have you sometimes thought "I appreciate American Decency and I need to do more financially for them?" This match challenge is meant for persons like you. If you have not donated since the end of 2008, or if you give more this year than last year (i.e. if you gave a total of \$200 last year, and you give more than \$200 this year) the effects of your gifts between now and the end of the year will be doubled! May God touch numbers of you to join hands with us financially in faithful and significant ways. Thanks!

\$15,000 Match Grant update:

As of August 19th, we have received \$3,167 towards our goal of \$15,000. We still need \$11,833 by the end of the year.



As we reported in recent weeks, Abercrombie & Fitch is back in the business of using porn to promote their name and their product.

We have reported on their recent return to a pornographic Quarterly "catalog," describing this move as a sign of "unadulterated desperation" by a corporation in financial trouble.

Some of their nasty posters are back up on the walls as well.

Pornography desensitizes, addicts and destroys. Of that there is no doubt. We opposed A&F in the past. My Christian conscience forbids me to turn my back on targeting this reprobate company that will lure children in via sexual imagery – a pornographic store for youth.

A&F's return to publishing its pornographic Quarterly is also a return to an arrogant, intentional push to promote and encourage a lifestyle of sexual promiscuity, destruction, and deviance with no regard for the thousands of expressions of outrage and concern they've received over the years and no regard for the damage done to the young people from whom they profit.

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Why is it that sports teams find it necessary to combine their sport with erotic imagery? by Bill Johnson



I came across a headline while checking news at the Detroit Free Press website (www.freep.com).

Detroit Pistons Automotion Dance Finals

July 1, 2010

Credit: Tracey Nawrot/Special to Metromix

Every year, hundreds of girls compete for the coveted spot on the Detroit Pistons Automotion Dance team. Thursday's event at the Crofoot in Pontiac featured the 40 finalists who survived the team's audition process. All 40 performed choreographed dance routines that were judged by a panel that included Miss USA Rima Fakih, 'The Meltdown' and former Piston's player Rick Mahorn. At the end of the show, the 15-member team of the 2010-2011 Piston's Automotion Dance Team was announced.

While the article included a number of tasteful group shots, the first image that was portrayed was Victoria's Secret Fashion Show-like.

Just a couple of years ago we shed significant light upon the Detroit Piston's "Automotion" erotic calendar upon receiving expressions of concern from Detroit citizens and presumably Piston fans. Unfortunately the Pistons continue the practice of peddling a titillating "sports" calendar.

We ask the question:

Why is it that sports teams find it necessary to combine their sport with pornographic imagery?

And where does it end? The slippery slope continues to pull downward.

Webster's defines pornography as "Material that is created for the purposes of eliciting a sexual response."

It seems clear that the sports world increasingly is sidling up to women to use them as sex objects/play things. Are human beings no more than the sum total of their body parts?

A few negative sports trends:

***Sports Illustrated Swimsuit Edition (some try to argue that this isn't pornography)

***Multiple Minnesota Vikings and their sexual trysts aboard a local cruise ship

*** Sports icons who make headlines for their use and abuse of women

And on and on. Many of you would have your own accounts from your local team(s).

Many struggle with pornography. Men acknowledge that pornography and lust are two big struggles they face. Sex sells. There's money in it. However, pornography does immense damage in individual lives.

Is the Detroit Pistons a basketball team that cares about being a good source of fun for family entertainment or not? Can families be assured that their moral sensibilities will be protected when attending a basketball game or will they be visually assaulted by sexual themes?

The Pistons need to be reminded that we expect more than this of them.



Contact the Detroit Pistons:

Detroit Pistons Basketball Company
Mr. Alan Ostfield, President
Palace of Auburn Hills
6 Championship Drive
Auburn Hills, Michigan 48326
Phone: 248-377-0100
Fax: 248-377-3260
Email: aostfield@palacenet.com
Email: http://www.nba.com/pistons/contact/contact_detroit_pistons.html

Sample letter

Dear Mr. Ostfield:

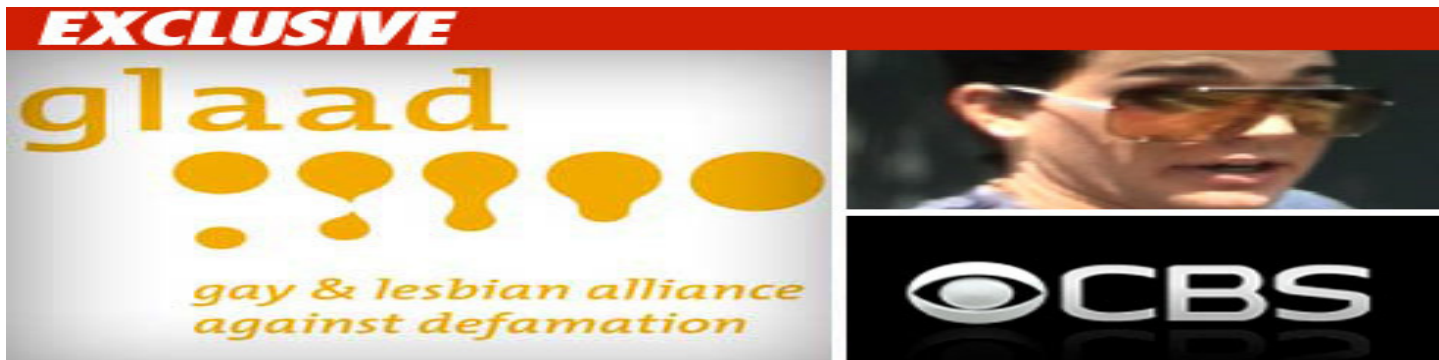
Would you want your daughter (or your wife) to participate in the making of an erotic calendar such as the Piston's Automation distributes? If the answer is no, and I pray it is, then why would you offer it to anyone with a couple dollars who can buy it? Please put an end to this type of promotion of immorality under your leadership.

A couple of years ago you made the statement "Look around the sports landscape. The pricing is screwy. Kids aren't watching sports anymore, they're playing video games. Fathers and sons aren't going to ballgames together. Something's got to change, for all of us in this industry. We've got to get back to the people who made sports what it is in American society, because those people are slipping away from us."

Do you want people to get back to supporting their local sports team? Then put a stop to pornography via calendars and the erotic dress of cheerleaders.

CBS has recently made clear which side the network is on in the Culture War

by Chris Johnson



CBS President Nina Tessler has made a calculated decision to disregard the values of American families and increase the number of homosexual characters on her network's shows.

TV Guide reports that gays will be introduced or have enhanced roles on at least three programs: *The Good Wife*, *S#!t My Dad Says*, and *Rules of Engagement*.

This decision came on the heels of the revelation that CBS had received a failing grade from GLAAD (Gay Lesbian Alliance Against Defamation) for their treatment of homosexuality in their programming.

Tessler had this to say about the issue: "I'm very disappointed in our track record so far. We know and we will do better."

So because CBS will not allow themselves to have a negative rating from this organization, viewers and families around the country will be inflicted with one more source of indoctrination. Still more kids will grow up thinking that the entire history of civilization up to this point has been bigoted and misguided towards men who want to have sex with other men.

While those of us who are against homosexuality resent their agenda being forced down our throats, do we speak and use our influence as does GLAAD? What a reflection on Christian lethargy that a homosexual group - representing a tiny minority of the population - exerts more clout in affecting change than does the Christian community.

It seems as if the best show on CBS may be *The Price is Right* or maybe the *Doodlebops*, but I would encourage you to neglect even these titans of television until CBS gets the message that GLAAD is the least of their worries. America's families do not want this ideology shoved down our throats. Ratings are the only language these networks speak.



What follows are GLAAD'S network ratings:

GLAAD Media Release

Broadcast Networks

* After three years in second place, The CW is now the top broadcast network with 35% of its primetime programming hours being LGBT-inclusive. This is the highest percentage ever recorded for a broadcast network, though it should be noted that The CW airs less primetime programming hours than the other four broadcast networks.

* ABC dropped to third place in terms of its percentage of LGBT-inclusive programming hours (26%). ABC received a "Good" rating because of the quantity and strong quality of its LGBT images.

* Fox ranked right behind The CW in its percentage of LGBT-inclusive programming hours (30%) but received an "Adequate" rating because of the stereotypical and defamatory nature of some of its content. NBC also received an "Adequate" because of the comparatively low quantity of LGBT stories (13%).

* CBS once again received a "Failing" rating with only 7% LGBT-inclusive hours of primetime programming, the vast majority of which came from its reality series.



Cable Networks

* In addition to MTV's groundbreaking "Excellent" rating, for the first time a majority of cable networks received higher than an "Adequate" rating. ABC Family (37%), TNT (34%), Showtime (32%), Lifetime (31%) and HBO (26%) all received "Good" ratings for the quantity and quality of their LGBT-inclusive original programming.

* FX aired a significant amount of LGBT-inclusive programming (27%), but often relied on stereotypes or problematic representations of the LGBT community.

* USA (4%), A&E (3%) and TBS (2%) all received "Failing" ratings for their lack of LGBT-inclusive images.

<http://www.glaad.org/page.aspx?pid=1563>