

Dear Mr. Busch:

I am disappointed to learn that Anheuser-Busch is the number one sponsor of sex, violence and profanity on TV. Considering your past advertising record, I must confess I am not surprised.

There is a movement under way in this country to ban beer commercials from television just as tobacco advertising was banned. Your practice makes it easier to support such a ban.

Considering the damage you do by orienting your ads to the youth, and then adding to that the damage you do by sponsoring sex, violence and profanity, I think such a ban might be of great benefit to our country.

Sincerely, _____