

# CLeaR-TV "PASS ALONG" Sheet

## Nationwide BOYCOTT of S. C. Johnson Wax --

a leading sponsor of network TV sex, violence, profanity and anti-Christian bigotry.

Christian Leaders for Responsible Television (CLeaR-TV) has called for a **BOYCOTT of S. C. Johnson Wax**. The company is and has been for years, a leading sponsor of TV sex, violence and profanity. **In all, S. C. Johnson Wax sponsored an incredible 16 INCIDENTS of sex, violence and profanity WITH EVERY 30-SECOND COMMERCIAL IT RAN!** Despite repeated requests, S. C. Johnson Wax has adamantly refused to stop sponsoring this flood of network TV filth.

In response to all this, the members of CLeaR-TV say the tragic price our children, our families and our country are paying **DEMANDS** we **do something** to end what's going on. Alone we can't stop it. **BUT TOGETHER WE CAN!**

Not only does S. C. Johnson Wax not care about the content of the programs they help sponsor (but only about the number of people who see their commercials),

... but the executives of S. C. Johnson Wax display an appalling amount of **ARROGANCE!**

In spite of evidence to the contrary, Mr. W.D. Perez, Executive Vice President at S. C. Johnson Wax, blithely states: "S. C. Johnson Wax is a company that is concerned about program content. We feel our guidelines are very responsible and live up to our high ethical standards and therefore, we plan to continue to adhere to our policy."

But the facts show that S. C. Johnson Wax's "high ethical standards" are only words on paper.

Now it's time to send S. C. Johnson Wax our own message:

If you want our business, quit sponsoring TV programs which attack our values, our children and our families!

We call on **ALL** Americans, and especially all CONSUMERS, to join this nationwide **BOYCOTT of S. C. Johnson Wax**. And we ask all Americans to maintain this boycott until S. C. Johnson Wax stops sponsoring network TV sex, violence, profanity and anti-Christian bigotry!

### Members of the Executive Committee of CLeaR-TV include:

**Dr. Billy A. Melvin**  
Executive Director  
National Association of Evangelicals

**Rev. Dr. Milton Efthimiou**  
Executive Director  
Dept. of Church & Society  
Greek Orthodox Archdiocese  
of N. & S. America

**Dr. Leonard J. Hofman**  
General Secretary  
Christian Reformed Church

**Dr. G. Raymond Carlson**  
General Superintendent  
The Assemblies of God

**Rt. Rev. William C. Wantland**  
Bishop, The Episcopal Church  
**Bishop Stanislaus J. Brzana**  
Catholic Bishop of Ogdensburg

**Mark Taylor**  
Editor, "The Lookout"

**Dr. Richard Land**  
Executive Director  
Christian Life Commission  
Southern Baptist Convention

**Tom Minnery**  
Vice President, Focus on the Family

**Dr. Donald E. Wildmon**  
President, American Family Association

### Action You Can Take Today

**Write:** Send a letter to Mr. Samuel C. Johnson, Chairman,  
S. C. Johnson Wax  
1525 Howe Street  
Racine, Wisconsin 53403.

**Phone:** Register your protest with S. C. Johnson Wax.  
Call toll free at 1-800-558-5252. Be polite. Be courteous. But be firm.

**BOYCOTT these S. C. Johnson Wax PRODUCTS:**

**PERSONAL PRODUCTS:** Agree shampoo, Aveno bath products, Curel skin lotion, Edge shaving cream, Fisher Price bath products, Halsa shampoo and conditioner, **OFF INSECT REPELLANT**, Soft Sense lotion.

**HOUSEHOLD PRODUCTS:** Behold polish, **DRANO DRAIN CLEANER**, Endust furniture spray, Favor polish, **GLADE ROOM DEODORIZER**, Glory rug cleaner, Mr. Muscle oven cleaner, Pledge polish, **RAID INSECTICIDE**, Renuzit air freshener, Shout stain remover, Step Saver cleaner, Toilet Duck cleaner, Vanish toilet cleaner, **WINDEX GLASS CLEANER**.

**WAXES AND POLISHES:** Bravo wax, Brite floor wax, Clean & Clear wax, Future floor coating, Glo Coat floor coating, Johnson Wax, J-Wax, Klear floor coating, Pledge wax, Pride wax.