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Mr. Allen

I realize that sex sells, but there are other effective ways to promote a product, than running a sexist advertising campaign, such as the Camel Advertising Campaign. I was particularly offended by it because it promotes the kind of mentality which results in sexual, physical, and mental abuse of women. I don't appreciate an ad telling men across the country that it is acceptable to push women around, regardless of what their interests are. "Run into the water, grab someone and drag her back to the shore, as if you've saved her from drowning. The more she kicks and screams the better." If that is acceptable behavior in the eyes of the top ~~and~~ personnel at R. J. Reynolds, that is one thing, but it is yet another to poison the minds of thoughtless people who might take such thoughts seriously. Please think more seriously about the way you treat women. Please be more original in your ads, more inventive. Don't promote violence.

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