

# POOR CALVIN KLEIN

In a survey conducted by *USA Today* of 20 of the advertising industry's top ad makers, the Calvin Klein jean ads that generated so much negative publicity last summer was voted the worst ad of the year. It was the Catholic League that led the attack on the ads and that called for a boycott of Calvin Klein products. The ads, which featured under age models in sexually suggestive poses, were withdrawn by Calvin Klein within weeks of the league's protest.

Still reeling from the league's attack, Calvin Klein announced in December that it would not run any more sexually outrageous ads in the U.S. Why the rest of the world will still be subjected to Klein's depravity, no one said.