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Why are Conservatives Advocating Lust Ads?

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To: Jesse Kelly

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I hope you'll give voice to this travesty.

To society's credit, for the past decade, lust hasn't been used to ~~sell~~^{sell} products in ads.

However, recently, Newsmax hosts have been advocating lust, saying, "The female body is beautiful." That sounds like a line from Satan to excuse sin.

There's a particular ^{American Eagle} ad they reference ~~for~~ that shows a young lady, ^{Sydney Sweeney} in jean pants and top, where she shows her cleavage as she stands up.

Newsmax is politicizing the "sex sells" concept as if this is now a MAGA trope, in opposition to the liberal's "me too" craze.

Jesus admonished to not lust (Matt. 5:28).

A Marxist plank is to destroy morals. Conservatives feed that purpose by endorsing lust in ads — and in their apparel. (See my 7/27/2022 editorial, "Immodest Dress Among Conservatives Spurs Lust Evil.")

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#MAGA Pushing Lust