

MIRROR WOMAN



BUGA UP answers back

Q I would like to correct the misconception, propagated by the advertising industry, that BUGA UP is some sort of wowsler group opposed to smoking, drinking and sex.

Our protest is aimed at unhealthy promotions, not unhealthy products. In the case of beer and tobacco, it's difficult to promote in a healthy way.

But it is quite possible to advertise underwear without humiliating women by suggesting the perfect woman, like the perfect billboard, has no face, personal-

ity, or human identity.

I refer to the Lace Perfect briefs billboards which have been receiving attention from our field officers.

It would also be helpful to readers of your column to publish the address of the Advertising Standards Council to whom complaints about advertising should be addressed.

Michael Sorensen, Sydney

A Speaking to a businessman working on the periphery of advertising, he regards your

members as fanatics whose behavior is comparable to those assassins in India with religious causes.

Anyway people wishing to contact the Standards Council may write to the Secretary, Second Floor, St Andrews House, Sydney Square, Sydney 2000.

Those wishing to contact you may write to Box 78, Wentworth Building, University of Sydney Union, NSW 2006.