

# Professional litterbugs

SIR, What BUGA UP is doing may be wrong legally, but certainly not morally.

The reverse can be said of outdoor advertisers, and if John Winkett was as socially responsible as he expects others to be (Letters, February 25) he would be condemning rather than supporting an industry which not only does the community a grave disservice by promoting the sale of unhealthy products, but also creates the worst visual pollution.

Therefore his concern for the interests of Sydney and its environment and the despoiling of our fine cities appears somewhat hypocritical.

The outdoor advertising industry is totally insensitive to the environment. It has no compunction whatsoever about ruthlessly marring our beautiful countryside with ugly billboards and hoardings.

While the common litterbug is an ignorant slob, these professional litterers know exactly what they are doing. It is simply the old story of monetary gain being all that matters.

Perhaps before the BUGA UP people can be accused of being vandals it needs to be determined if it is possible to vandalise that which is already a form of vandalism in itself.

Outdoor advertising is a potential road hazard since it is expressly designed to catch the eye of the motorist, therefore distracting attention from the road. Just how socially irresponsible can you get?

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