



Message amended: a defaced billboard

Aggressive graffiti hit Marlboro country

by Oliver Gillie, Medical Correspondent

SUBVERSIVES from an anarchist organisation in Australia have been sent to Britain. They have set up a cell in Bristol, and are now moving to London. The organisation, which is dedicated to defacing billboards which advertise cigarettes and alcoholic drinks, calls itself BUGA UP, which stands for Billboard Utilising Graffitiists Against Unhealthy Promotions.

The subversives have Buga'd Up hundreds of billboards in Australia since they started in 1979. About 100 men and women are now involved, including teachers, civil servants and pensioners. There have been 21 arrests, and 13 people have been convicted of "wilful deface" or "malicious injury" to billboards. Six have taken the advice of an anonymous graffitiist: "Go directly to gaol. Do not pass the buck. Do not pay \$200."

Buga Up has a creative

department, which provides artful advice.

On a billboard advertising Camels, showing an Arab on a camel, silhouetted against the setting sun, the graffitiists have written: "Sun sets on burnt lungs." Another target—"New Mild. And Marlboro"—has been altered to read: "New. Vile. And a bore." A bubble from the Marlboro cowboy's mouth says: "Cough. Cough," and the horse says: "Poo. This macho stinks."

In Bristol, agents are operating under the more polite code name, COUGH UP (Citizens' Organisation Using Graffiti to Halt Unhealthy Promotions). On the ads for Rothman's Luxury Length, they have written: "Longer cig—shorter life." Dunhill they change to "Lung ill," and on a billboard that says: "Lambert and Butler style—make a note of it," they have added: "a suicide note."