

PUBLICATIONS

- * "BILLBORED" NEWSLETTER
Documenting the continuing saga of unhealthy promotions and legal drug pushing. Each issue is 4 pages with text and photos. Approximately 6 issues per year (starting May 1982).

Prices: Current issue 20 cents plus 40 cents p&p per order
Back issues 40 cents each plus 40 cents p&p
Complete set (an evening's reading) \$2.50 plus 80 cents p&p

- * SPRING CATALOGUE
See under POSTERS

- * THE "AD EXPO" TEACHER'S MANUAL
A concise explanation of the techniques and mythology of advertising from the B.U.G.A. U.P. viewpoint. As denounced by the AAIC and banned by the NSW Education Department. 60 pages including 56 illustrations and 12 classroom exercises. Ideal for teachers of media and social studies and politics.

Price: \$5.00 plus \$1.00 p&p

- * STUDY KIT
54 pages of press clippings about B.U.G.A. U.P. covering the period November 1979 - November 1983. Ideal resource material for students, journalists and advertising executives.

Price: \$5.00 plus \$1.00 p&p

- * LEAFLET
"Legal Drush Pushers Need New Clients - Are Your Kids Hooked Yet?". Discussion leaflet for use by community groups or to give away in the doctor's surgery.

Price: Donation \$3.00 for 50 or \$5.00 for 100 (post free)

About B.U.G.A. U.P.

B.U.G.A. U.P. is not a group with a fixed charter and officers, it is a movement of people concerned about the dishonesty and irresponsibility of advertisers in Australia, who express this concern and bring it to public attention by "re-facing" unhealthy promotions. For further information about B.U.G.A. U.P., write to:

- VIC: Box 285 - SA: Box 616
Fitzroy 3065 Modbury 5092

- WA: Box 598 - Qld: Box 76
Subiaco 6008 St Lucia 4067

- NSW: Box 80
Strawberry Hills 2012
(Also address for mail orders)

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HOW TO ORDER

- o *If ordering more than one item, packing and postage can be reduced accordingly. Please send whatever seems reasonable.*

- o *Quantity discounts available on all items. Please enquire.*

- o *Please make cheques payable to B.U.G.A. U.P.*

- o *Send your order to:*
PO Box 80,
Strawberry Hills 2012

** Please be patient as orders are processed by busy volunteers. Mark order "URGENT" if it really is.



go for it!

MATERIALS AVAILABLE

NOVEMBER 1984

B.U.G.A. U.P.

Non-Consumer Products Division
Box 80
Strawberry Hills
NSW 2012

TEE SHIRTS

- * "BURNSON & STENCHES" on the front; "When only the best will do you in" on the back. Black printing on gold polyester/cotton shirts.
Sizes: 12-22

Price: \$8.50 each plus \$1.50 per order p&p
- * "LUNG SLAYER SPECIAL" on the front and "Black a Lung" with the JPS \$ logo on the back. Black printing on white polyester/cotton shirts.
Sizes: 12 to 22

Price: \$8.50 each plus \$1.50 per order p&p

STICKERS

- * NO ADS
Styled after the now famous "NO DAMS" stickers. Triangular, red & black design incorporating no-smoking symbol with the words "NO ADS". Self-adhesive, ready to stick on cigarette ads. "Quick, convenient re-facing for busy people."

Prices:
Large (200mm sides): 40 cents each or \$2.00 for 10 plus \$1.00 per order p&p
Small (100mm sides): 30 cents each or \$1.50 for 10 plus \$1.00 per order p&p
- * IS YOUR CHILD HOOKED YET?
Red and black design on white. Self adhesive, just peel and stick as above.
Size: 50 x 380mm

Price: 40 cents each or \$2.00 for 10 plus \$1.00 per order p&p
- * TOBACCO SPONSORSHIP: A PAIN IN THE ARTS
Black and white design includes ballet dancers. Durable vinyl, 70 x 300 mm

Price: 70 cents each or \$5.00 for 10 plus \$1.00 per order p&p

FULL COLOUR POSTERS

- * B.U.G.A. U.P.'s LATEST HITS
20 artfully refaced billboards pre-1983.
- * WRITE OF REPLY
22 assorted billboards, after being "rendered more truthful", circa 1984
- * I, OBJECT
19 "improved" billboards, specifically of a sexist nature

All the above are in living colour (420 x 540mm).
Price: \$3.00 each plus \$1.50 per order p&p.

** Special Offer: Any two of the above \$5.00,
any three \$7.00 (plus \$1.50 p&p)

OTHER POSTERS

- * 1982 AWARD FOR TASTELESS ADVERTISING
Silver and black poster (430 x 600mm) commemorating the notorious Sterling ad based on the "City to Surf Fun Run".

Price: \$1.00 each plus \$1.00 per order p&p
- * SPRING CATALOGUE (1981)
50 favourite refaced billboards (black and white poster 450 x 570 mm) plus history and philosophy of B.U.G.A. U.P. on the back.

Price: 40 cents each plus 40 cents per order p&p

AROUND THE HOUSE

- * TEA TOWEL
Cigarette ads will be all washed up with the "new, vile and a bore" pure linen tea towel featuring an ailing cowboy astride his indignant horse. Hand screened in two colours.

Price: \$5.00 plus \$1.00 p&p
- * EMPTY SPRAY CANS
A gracious ornament for the mantelpiece or bookshelf, complete with exclusive B.U.G.A. U.P. label, clip-on plastic lid and a marble inside. Ecologically safe and lasts for years.

Price: Donation \$2.00 (post free)

"STREET ART"

- * POSTCARDS
Three **different** sets now available. Each set features 13 different scenic view of re-faced Sydney billboards. Same photos as colour posters. Order "Latest Hits", "Write of Reply" or "I, Object"

Price: \$5.00 each plus 80 cents p&p
- * CHRISTMAS CARDS
Send-up of Benson & Hedges Christmas billboards. Pictures of two re-faced billboards (outside cover in full colour) plus one blank billboard for your own message.

Price: \$1.00 each plus 80 cents p&p per order
- * B.U.G.A. U.P. PHOTO ALBUM
20 original colour photos of refaced billboards (different from those in colour posters), spiral bound (100 x 150mm). Ideal "coffee table" book.

Price: \$8.00 plus \$1.00 p&p
- * COLOUR SLIDES
Suitable for use in lectures and discussions or just to add variety to your next "our holiday" slide night. Select one or more of the following categories:
 - * Tobacco
 - * Alcohol
 - * Sexist promotion
 - * Other
Price: \$6.00 per 10 slides plus \$1 p&p

B.U.G.A. U.P. COLLECTOR'S KIT

- A "lucky-dip" of BUGabilia. Includes pamphlets, posters, newsletters, stickers, postcards, slides or whatever we think will interest and amuse the discerning activist.
- Price: \$5.00 plus \$1.00 p&p
(Posters are sent folded)