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The Advertising Standards Authority Limited  
2 Torrington Place London WC1E 7HW Telephone 0171-580 5555 Fax: 0171-631 3051  
Internet: <http://www.asa.org.uk>

Cllr E Goodman  
Campaign Against Censorship  
23 Budgen Drive  
Redhill  
Surrey RH1 2QB

21 November 1996

Dear Councillor Goodman

**Re: Advertising for Brass Monkeys Underwear**

The advertising campaign to which you refer has not been banned by the ASA and I hope the attached statement from our industry wing, the Committee of Advertising Practice, will clarify the position for you.

The Authority has a high media profile, but it has a relatively small staff, with just two of us here in the press office. We nevertheless managed to participate in fifteen live broadcasts on the above subject but, for obvious reasons, can not be available for every programme.

The stories about this campaign in the tabloid media were misleading by inaccuracy and omission, but that's freedom of expression for you!

Yours sincerely

**Grahame Fowler**  
**External Affairs Manager**

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