



# The Advertising Standards Authority

Brook House, 2-16 Torrington Place, London WC1E 7HN, Telephone 01-580 5555 (9 lines)

Please quote: R600843/SG

David Webb, Esq.,  
17 Sloane Court West,  
Chelsea,  
London SW3 4TD

5th March, 1986.

Dear Mr. Webb,

Re: Bible Text Publicity Mission

Further to your recent complaint against the above advertiser, this is to advise you that we shall be reporting the complaint in our forthcoming Case Report in the attached form.

I regret that we were not in a position to take further action on your complaint.

Yours sincerely,

SARA GARNHAM

**Chairman: Professor Lord McGregor of Dairns**

*Director General - Peter Thomas*

**Members of Council:** Dame Josephine Butler, DBE, FRCG, FRCGS, FRCOG, Lady Elizabeth Cavendish, LVO, JP  
Professor Sir G. R. Hudson, MA, DSc, FRS, A. M. Farnes Esq., MB, The Honorary Lockwood  
Miss Patricia Mann, OBE, FCA, Sir John H. Mordaunt Esq., A. E. Pugh Esq., FBA, FCA, F. Rogers Esq.

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## SECTION B.6: MATTERS OF OPINION

Complaints have been received against the following advertisers:

*B.6. Text Publicity Mission.*

In each case, the Authority considered those aspects of the advertisements challenged by the complainants to fall within the provisions of Section B.6 of the Code which states:

### B.6.1

"To the extent that any advertisement expresses the advertiser's position on a matter of political controversy, neither the opinions thus expressed, nor any evidence which may be adduced in support or explanation of them are subject to the provisions of this Code."

### B.6.2

"Political advertisements in the sense of the preceding subparagraph are required

- to be readily recognisable for what they are;
- to leave no doubt as to the identity of the advertiser; and,
- in all cases in which such information is not otherwise readily available, to state the advertiser's address or telephone number".

The Authority has no wish to hinder freedom of expression. It considers it reasonable for advertisers to use advertisements among other things to rehearse arguments in support of a cause or to express opinions which are not generally shared. The Authority believes that the public will understand the challenged claims as legitimate exercises of a right to free expression which it would be wrong for the Authority to seek to abridge.