

# THAT HARPER'S BAZAAR AD!



You don't have  
to look like a  
librarian to prove  
you're well read.

In this month's Harpers Bazaar you'll find some of the most beautiful fashion shots of some of the most beautiful clothes.

However, you will also find an almost forgotten short story by Virginia Woolf and an article on the magnificent garden that inspired Claude Monet for 43 years.

There's an interview with Andrena Finley, the brilliant young Australian producer whose first film picked up a British Academy Award.

We tell you how to separate antique chinoiserie from the more recent pieces, teach you to mix the perfect Manhattan, and discuss the crisis in the Australian rental market.

There's only one thing you'll find boring about this month's issue.

If you lend it to anyone, you may never get it back.

October Bazaar: The only fashion magazine worth reading.



LAA members in Sydney, Canberra and Melbourne were recently astounded to see an advertisement for *Harper's Bazaar* in 'The Good Weekend' supplement to *The Sydney Morning Herald/Age* commencing with the words: 'You don't have to look like a librarian to prove you're well read'.

The Association has been inundated with calls and letters of complaint from members about this advertisement and has written to 'The Good Weekend', *Harper's Bazaar* and The Advertising Standards Council protesting about it. Copies of the replies to these letters are reproduced below.

This is the third incident of misleading and stereotyped portrayal of the profession which has been brought to the LAA's attention this year. Members are requested to be vigilant in monitoring material concerning librarianship as it is only through forceful protest that the practice will be eradicated.

**Louise Lansley**  
Industrial Information  
and Research Officer

## HARPER'S BAZAAR

Ms Jenny Adams,  
Executive Director,  
Library Association of Australia,  
376 Jones Street,  
Ultimo NSW 2007

Dear Ms Adams,  
Thank you for your letter of September 23 regarding the advertisement for the October issue of *Harper's Bazaar* Australia which appeared in the 'Good Weekend' supplement on Saturday, September 21.

In no way was any offence intended to librarians or any other professional women. However, as you have taken the trouble to write to us, we would like to offer our apologies and assure you that your comments have been passed on to our advertising agency.

Thank you for your interest in *Harper's Bazaar* in Australia.

Yours sincerely,  
Sylvia Rayner  
Editor in Chief

## ADVERTISING STANDARDS COUNCIL

Ms. Jenny Adams,  
Executive Director,  
Library Association of Australia,  
376 Jones Street,  
Ultimo NSW 2007

Dear Madam,  
The Council acknowledges receipt of your recent letter in which you make a complaint about an advertisement.

Your complaint will be investigated and you will be advised of the outcome in due course.

Yours faithfully,  
Belinda Boden,  
Administrative Secretary

## GOOD WEEKEND

Ms. Jenny Adams,  
Executive Director,  
Library Association of Australia,  
376 Jones Street,  
Ultimo 2007

Dear Ms Adams,  
Thank you for your letter regarding the advertisement for *Harper's Bazaar*, I am sorry you were offended by it. I have asked *Harper's Bazaar* not to repeat this advertisement.

Unfortunately, before your letter had arrived they had placed it in the Victorian edition of *Good Weekend* published Friday, October 4. However they assured me this would be its last appearance.

Yours sincerely,  
Valerie Lawson,  
Editor