



**ADVERTISING  
STANDARDS  
BUREAU**

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## **CASE REPORT**

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|-------------------------------|--|
| 1. Complaint reference number | 67/00  |
| 2. Advertiser                 | McElwaine's Fabrics Pty Ltd                        |
| 3. Product                    | Retail   |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination      | Tuesday, 14 March 2000                             |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement commences with the superimposed words ‘Attention Ladies’ and continues with different shots and voiceover describing the various fabric and sewing items on sale.

## **THE COMPLAINT**

Comments that the complainant/s made regarding this advertisement included the following:

*“ I am a male who enjoys sewing and I am offended by this blatantly sex discriminatory advertisement. I feel as though I am not welcome in that store ... It also implies ... that no men would or should purchase items from this shop.”*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

While noting the complainant’s observation that sewing is not an activity restricted to women alone, the Board determined that the words ‘Attention ladies’ were not such as to constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.