

Hogan cigarette posters going up, group claims

By ISABEL LUKAS

At least three Winfield cigarette posters featuring Paul Hogan have gone up a month after the Advertising Standards Council ruled that the campaign should end, a consumer organisation claims.

The Movement Opposed to the Promotion of Unhealthy Products (Mop Up) says it has evidence of Hogan posters going up this month at Taree, St Peters and Surry Hills, and witnesses prepared to sign statutory declarations.

One of those witnesses is Mr

Geoff Ainsworth, a psychologist who specialises in drug counselling

He says he saw a Hogan poster being pasted on to a Winfield poster which did not display the television personality, on June 2 — exactly a month after the chairman of the Advertising Standards Council, Sir Richard Kirby, ruled that Hogan had major appeal to children.

Mr Ainsworth says he saw the poster being pasted up by two men at the corner of Albion and Bourke Streets, Surry Hills, while on his way to work.

As a member of Mop Up he had been alerted by the movement's newsletter to monitor in-

fringements of the council's ruling.

Sir Richard Kirby ruled on May 2 that Rothmans "should take steps as from next week to have Mr Hogan excluded from their cigarette advertising."

He said: "It would be reasonable for them, (Rothmans) to have the rest of May and all of June to stop his inclusion altogether."

Following this decision, Rothmans of Pall Mall (Aust) Ltd, told the council that it could not withdraw all the advertisements and posters by the end of this month.

Sir Richard granted an extension of time under which the

company has agreed to clear its billboards by the end of August.

Mr Ainsworth said yesterday that he did not know whether Rothmans required virtually four months to clear the billboards.

A spokesman for Rothmans said last night that the company had formally instructed outdoor billboard companies this month to cease using any material with Hogan."

"The only reason why any Hogan posters could have gone up would be due to damage or serious deterioration, where a contractor would automatically replace the poster," the spokesman said.