

Smoking facts

THE people who wish to prohibit smoking recently chose cigarette advertisements as a target in their letter writing to newspapers.

The letters have considerably and sadly lacked truth and truth is the only element which would provide readers with a basis on which to form a sound judgment. A case in point is Paul Hogan; it has been stated that he was prevented by court order from advertising the Winfield brand of cigarettes (Letters, 4/4).

For the record, Rothmans, the manufacturer of Winfield, itself removed Paul Hogan under the terms of its voluntary participation in the cigarette advertising code. The adjudication body of this

code, the Advertising Standards Council, had found that a code breach occurred because Mr Hogan did have appeal to young people even though he had greater appeal to adults.

The adjudicator, Sir Richard Kirby, said: "I am satisfied that Mr Hogan's popularity with children has grown with his general popularity without sinister undertones of endeavoring to initiate or encourage smoking by the young."

The point is that no compulsion occurred and that a voluntary move was made which benefits a free and democratic society. Such matters in dictatorial societies are resolved otherwise.

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