Bugal Up hits
rock signs

BUGA UP has con-
demned as "immoral" the pro-
motion of rock music
by tobacco giant Philip Morris.

It has defaced posters adver-
siting the Peter Jackson rock circuit
by pasting "cancelled" signs across them.

The sign pictured is in
Elizabeth Street, near
Central Railway
station.

Some of Australia's leading rock
performers are also opposed
to cigarette company spon-
sorship of rock music.

In last week's National
Times, 23 groups and
performers put their names to a full page
advertisement, under the headline: Hands Off!

Among the bands endorsing the advertisement
were Midnight Oil, Bushwackers, DD Smash,
Hoodoo Gurus, Divinyls, The Johnnies and Red
Gum.

The advertisement read: "We will not
support sponsorship of the Australian Music
industry by cigarette companies."

A BUGA UP spokesman, Lauchlan Par-
tridge, said the rock sponsorship was a
blunt attempt to promote children to smoke.

He said Philip Morris
had recently introduced
packs of 15 cigarettes,
which cost under a dollar
and were easily conceal-
able.

"The logical conclusion
is that they are pushing
these brands on kids," he
said.

Cigarettes were addic-
tive and dangerous
and the company was acting "immorally" by encoura-
ging children to smoke.

"Hopefully, the bands
concerned will choose to
disassociate themselves
from the legal drug
industry," he said.

"We're not blackmail-
ning them - we're just
suggesting that their
advertising might be
equivalent to altering the
advertisements in news-
papers to promote drugs
to young people.

Partridge claimed to-
bacco companies had
always directed advertis-
ing at youngsters
because they represented
a growing market, but in
the past the advertising
had been more subtle.

"Older people are
giving up in droves," he
said.