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## Feud glorious feud

■ *The great guru rip-off?*: Illustrator **David Wales** is well known in Sydney as the eccentric creator of cult figure **Guru Adrian**, "a 300-year-old boy who lives in a cave and discovered the secret of eternal youth at the age of seven".

Over the past five years, **Guru Adrian** (right) has appeared in magazines, on T-shirts and on the walls of bus shelters. In 1987 he was featured in the groovy English magazine *The Face*.



Could this be the secret connection between **Guru Adrian** and a remarkably similar character, **Chairman Kevin**, who has magically popped up in a 1989 English advertisement for potato chips?

**Chairman Kevin** (far right) is described as "a boy who spent the first 307 years of his life in a coal bunker trying to find his true self"

and appears in a magazine ad that looks as if it came from the same brain that created **Guru Adrian**.

Except it didn't. **Wales** claims he has been ripped off senseless by a British ad agency, **Lowe Howard-Spink**. "The story, the style, colours - everything about them is the same," says **Wales**. He is planning legal action.

