



Creative coincidence . . . Wales' magazine and Crunchies

Open secrets of Guru Adrian

Australian cartoonist David Art Wales is perplexed, amazed and even a little angry about the similarity between a fictional comic character he created and a Lowe Howard-Spink advertisement for KP Crunchies.

The Sydney artist says he devised his character, Guru Adrian, in 1983. Adrian is a "322-year-old boy who lives in a cave and discovered the secret of eternal youth at the age of seven".

The character rose to fame in pop magazine *Countdown* and is a bit of an ancient hippy at heart.

When called upon Guru Adrian imparts such pearls of wisdom as "You need you to enjoy yourself" and "Nothing is happening all the time".

But Adrian's pen-man, would-

be philosopher Wales, is convinced that his creation has been borrowed without his permission.

The Lowe work for KP, by Derek Apps and Vince Squibb, used French illustrator Lionel Koechlin and features someone called Chairman Kevin Pringle, who (like Adrian) spent the first 307 years of his life down a coal bunker trying to find his true self. Pringle can also be relied upon to come up with equally precious pieces of information as Adrian. For example, "If you laid all the people in China end to end you'd be late for school".

"The story, the colours, everything about them is the same, except that Guru Adrian offers people a fun philosophy on life and the secret of eternal youth — free — while Lowe's guy flogs chips," claims Wales.

Derek Apps unfortunately refused to comment on antipodean claims.