

# THE TOBACCO OBSERVER

JUNE 1984

VOLUME NINE, NUMBER THREE

## Federal Study of "Fire-Safe" Cigarettes Said to Gain Industry Support

WASHINGTON, D.C. — "A renewed drive for a federal study of how to make a 'fire-safe' cigarette opened yesterday in the Senate, with the tobacco industry helping to lead the way."

So began a Washington Post article describing a mid-May hearing, the culmination of a week that saw the tobacco industry agree to support federal legislation to study the feasibility of making a "self-extinguishing" cigarette.

"I commend the [tobacco industry] for its support of a congressional effort that is so clearly in the public interest," Sen. John Heinz (R-Pa.) told a Senate subcommittee. Heinz joined other Congressmen, representatives from fire organizations and proponents of previous "fire-safe" cigarette legislation in congratulating the industry for its year-long effort to effect a compromise.

Legislation to require manufacture of a "self-extinguishing" cigarette was introduced first in 1974. It passed the Senate, but died in the House. Similar legislation has been re-introduced every year since 1979, although no hearings took place until 1983.

The tobacco industry has said it opposed those bills because they required standards to be set for the manufacture of "fire-safe" cigarettes. The technology to make such cigarettes, the industry said, does not now exist.

The compromise bill, introduced as an amendment to legislation pro-

posed by Heinz, Sen. Alan Cranston (D-Cal.) and Rep. John J. Moakley (D-Mass.), proposes a federal study to consider "technical and commercial feasibility, economic impact and other consequences of developing cigarettes and little cigars that will have a minimum propensity to ignite upholstered furniture or mattresses."

Tobacco Institute President Samuel D. Chilcote Jr., in a letter confirming TI support of the compromise, noted the new legislation would "concentrate the necessary expertise in one study."

"This is far superior to a piecemeal, state by state approach," Chilcote wrote. Also, he noted, a comprehensive federal study "should help identify and resolve many of the claims that have been made in this area, some of which we know to be incorrect and some of which cannot be answered because appropriate technology does not now exist to either prove or disprove them."

"We support passage of this legislation," Chilcote said.

### 'Historical Step'

Word of the compromise legislation had come a week before the Senate hearing, when Moakley, Cranston and Heinz announced to a crowded press conference that TI had agreed to support an amended bill.

The agreement, Moakley said, is "an historical step." It is, he said, "in every way a compromise, [as] neither The Tobacco Institute nor the supporters of fire-safe cigarette legisla-

tion are totally pleased with the language. It is, however, language which both sides can accept and support."

The amended bill calls for creation of an Interagency Committee on Cigarette and Little Cigar Fire Safety, consisting of the chairman of the Consumer Product Safety Commission, the Assistant Secretary for Health in the Department of Health

and Human Services, and the associate director for training and fire programs of the Federal Emergency Management Agency.

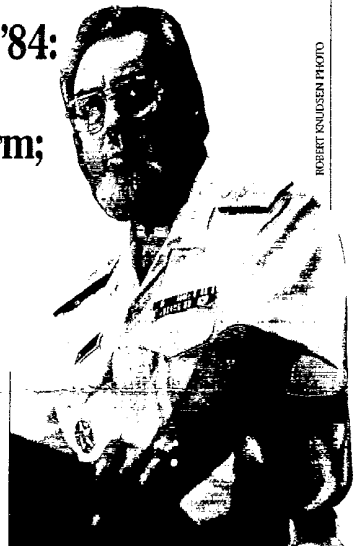
They will oversee the work of a technical study group of 14 charged with preparing, within 30 months, a report on "fire-safe" cigarettes.

### 'Remarkable Agreement'

The three Congressmen all called for swift Congressional action. The following week, at a hearing before a Senate subcommittee, Sen. William V. Roth (R-Del.), chairman of the Governmental Affairs Committee, prom-

(Continued on page 2)

## Surgeon General '84: 'Nothing New' on Chronic Lung Harm; ETS Chapter Calls for More Research



ROBERT KNUDSEN PHOTO

WASHINGTON, D.C.—The Surgeon General's 1984 opinion on chronic obstructive lung disease (COLD) is "really only a re-write of opinion expressed 20 years ago in the first report," the Tobacco Institute told the 42 reporters who called for comment following release of the latest in the "Health Consequences of Smoking" series.

The only "significant" new information in the report, TI said, was the chapter on environmental tobacco smoke (ETS), which called for more research on the subject. That chapter cited studies that report ETS effects on nonsmokers ranging from "statistically significant" to none at all and concluded, "the physiologic and clinical significance of these small changes in pulmonary function in adults remains to be determined."

Three times in the last 14 months, groups of physicians and scientists have gathered in the U.S. and in Europe to discuss ETS, TI noted in its 25-page document on "Environmental Tobacco Smoke Workshops, 1983-1984." And three times those researchers have declared, "forthrightly and independently," that no conclusion can be drawn about whether ETS has any chronic health effects on the nonsmoker, the Institute noted.

### Now There Are Three

The TI document described findings from workshops held at the University of Geneva, in Switzerland, in March 1983; at the National Institutes of Health (NIH) in May 1983; and in Vienna, Austria, in April 1984.

(Conclusions from the Geneva workshop—that available evidence does not establish an increased lung cancer risk for nonsmokers and that

U.S. Surgeon General C. Everett Koop, at his press conference releasing the 1984 government report on the "Health Consequences of Smoking," promised reporters "very solid evidence before long" on environmental tobacco smoke's effects on nonsmokers. In doing so, the Tobacco Institute noted, Koop ignored results of three recent workshops, all of which were unable to draw conclusions on any harmful health effects.

data on possible health effects of exposure on children "are still contradictory"—were described in the February Tobacco Observer.)

(The NIH workshop, which concluded respiratory effects of possible ETS exposure range from "negligible to quite small," was covered in the April Observer.)

The international conference convened in April in Vienna brought together researchers from the U.S., Europe and Japan to review scientific evidence on ETS and health. It was sponsored by German and Austrian health groups and the American Health Foundation.

In a joint press statement following the four-day session, Ernst Wynder, president of the American Health Foundation, and H. Valentin of the Bavarian Academy for Occupational

(Continued on page 3)

## C O N T E N T S

### FEATURES

- 1 Industry agrees to support federal "fire-safe" cigarette study.  
ETS workshop conclusions ignored in '84 Surgeon General chapter.
- 2 TI criticizes Erie, Pa., ETS study as "pseudo-science."
- 3 No smoking light blinks on, then off, at CAB.  
Cigarette manufacturers offer food and funds to tornado-stricken Carolinas.  
House will consider legislation requiring four rotating warning labels.
- 4 Preserving the American past: cigar collectibles come in all shapes, sizes and colors.
- 6 Editorials • Commentary • Letters to the Editor.
- 7 Among Los Angeles voters, smokers and nonsmokers oppose workplace smoking bans.  
CAB says smoking remains "socially acceptable."
- 8 Friendly farmers in Kenly, N.C., are boosting tobacco's good will.



Copyright © 1984, The Tobacco Institute, Inc. All rights reserved.

SLG D 053005  
PAUL E. PRIBYL  
LORILLARD TOBACCO CO.  
7653 WASHINGTON AVENUE SOUTH  
EDINA MN 55435

Bulk Rate  
U.S. Postage Paid  
The Tobacco Institute  
1875 I St. NW  
Washington DC 20006

Address  
Correction  
Requested

93852824

## Federal Study of "Fire-Safe" Cigarettes Draws Tobacco's Support

(Continued from page 1)

ised swift consideration once the bill reached his committee. He and subcommittee chairman Sen. John Danforth (R-Mo.) characterized the bill as a "major step forward" and a "remarkable agreement," respectively.

Walker Merryman, testifying for TI, cautioned the committee that the study does not guarantee a technical breakthrough. The bill, he said, "is not itself a panacea for cigarette-related fires."

As the federal study progresses, Merryman testified, the industry will continue its fire prevention and education programs, along with its efforts with manufacturers of upholstered furniture.

"During the past five years," he noted, "those efforts and related developments have resulted in a 40 percent reduction nationwide in the number of fires attributed to the careless handling of smoking materials."

### Fire Groups Applaud

Representatives from numerous national fire organizations testified in favor of the bill, stressing the importance of the compromise. "Were we to write it, we would not have done it this way," said John C. Gerard, Washington representative of the National Fire Protection Association (NFPA). The legislation, he said, represents a "giant step toward developing a solution to a significant part of the [national fire] problem."

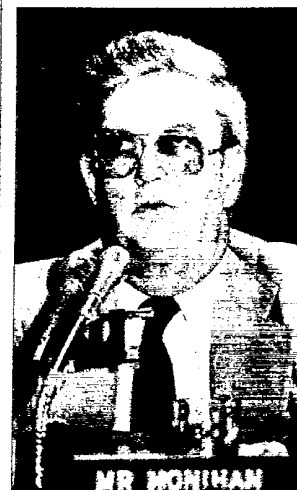
David McCormack, director of special projects for the International



Ed McCormack



Charles Kamprad



James Monihan

**This is far superior to a piecemeal, state by state approach,' Chilcote wrote, adding a federal study 'should help identify and resolve many of the claims that have been made in this area . . .**

Association of Firefighters, told the subcommittee the legislation "deserves the full support of everyone interested in fire safety."

There has been a great deal of talk about the feasibility of producing a "fire-safe" cigarette, James Monihan, chairman of the National Volunteer Fire Council, noted. "We do not pretend to have the technical expertise to make a judgment on this matter."

But, Monihan said, if all parties involved approach the study "in a straightforward and conscientious manner," that question can be answered "once and for all."

Ed McCormack, executive director of the International Society of Fire Service Instructors, and Charles Kamprad, retired chief of the St. Louis Fire Department and past president of the International Association of Fire Chiefs, also testified in

support of the compromise legislation.

The bill, Kamprad said, represents a "big step in the right direction."

Even Andrew McGuire, executive director of the Burn Council in San Francisco and longtime advocate of "self-extinguishing" cigarettes, commended the tobacco industry for its efforts.

"I was shocked a few weeks ago" at first word of the compromise, McGuire admitted. Now that the shock had worn off, he said, he commended "forward thinking individuals" in the tobacco industry who were responsible for working toward the compromise.

McGuire refused to comment on whether he thought a "self-extinguishing" cigarette could be made.

"Let the study tell us," he suggested. □

## TI Criticizes ETS Study as 'Pseudo-Science'

ERIE, PA.—A study claiming to link cancer deaths among Erie County women with their husbands' smoking habits is "pseudo-science" that contributes nothing to the knowledge of any effects of environmental tobacco smoke, the Tobacco Institute told media in this northwestern Pennsylvania city late last month.

The study, by Edinboro mathematics professor G.H. Miller, claimed to show that non-employed, nonsmoking wives whose husbands smoked died of cancer at nearly twice the rate of non-employed, nonsmoking wives of nonsmoking husbands. It appeared in the April edition of the *Western Journal of Medicine*.

The trade association representing cigarette manufacturers said it was "shocking" that a medical journal even published the report. Noting several errors in simple arithmetic found in the Miller study, TI spokesman William Aylward said, "Apparently no one at [the journal] even bothered to check the Miller paper for numerical accuracy."

The conclusion about smoking that Miller released apparently was based on an assumption that all cancer deaths surveyed were attributable only to tobacco smoke, Aylward said. In fact, he pointed out, a number of cancers, such as breast cancer, have not been even statistically associated with smoking.

Breast cancer, however, was the

leading cause of cancer deaths among Pennsylvania women age 30-and-over during the period Miller conducted his survey of 537 women in that age group, Aylward noted.

Miller did not report any measurement of the exposure of the women studied to tobacco smoke, according to TI. That, the Institute told reporters, is considered by researchers to be a requisite in any attempt to determine possible physiologic responses.

"Standing alone," Aylward said, "the fact that a woman's husband smokes is scientifically irrelevant."

According to the Miller study, a husband was considered a smoker if he was reported by his wife's survivors to have smoked as few as 400 cigarettes over his lifetime. This led to identification of 67 percent of the husbands as smokers—a proportion far above any found in any randomly selected sample, Aylward said.

The Institute noted several other problems with the Miller data:

- His data on Erie County are not consistent with vital statistics reported for Pennsylvania as a whole. For example, Miller reports almost 60 percent of deceased women under 60 years of age in Erie died of cancer, compared with only 42 percent statewide.

Also, the Edinboro mathematician compiled a list of only 4,130 deaths in Erie County from 1975-76. U.S. Vi-

tal Statistics reports 5,205 deaths for the county during that time period.

- Methods used to collect and analyze data are "unscientific and highly questionable," Aylward said, noting the researcher relied on relatives of the deceased to provide information on cause of death.

"The accuracy of such information is highly suspect," TI said, noting that autopsy studies have shown that even physicians often misdiagnose causes of deaths in their patients.

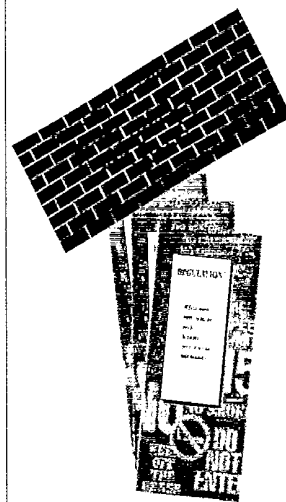
The 537 nonsmoking women Miller studied represented neither all the nonsmoking women who died in Erie County during the period studied, nor a randomly selected sample of that total, the institute said.

- Data selection for the study resulted in a "highly biased" sample, TI said, noting that of 4,130 deaths on the original list, 2,122—51.4 percent—were eliminated because survivors could not be located for interviews, because of a "lack of funds," or because of "insufficient information."

Of the remaining 2,008, another 1,471 were dropped because they were men, smoking women or single women, had died younger than 30 or in accidents, or their survivors refused to be interviewed.

- The researcher reported no information on occupation, alcohol use, obesity, family history or any other factors that may have been relevant to causes of death, Aylward said. □

# Now Available



Write: Production Services  
The Tobacco Institute  
1875 I Street, N.W.  
Washington, D.C. 20006

93852825

## ETS Workshop Conclusions Ignored in '84 Surgeon General Chapter

(Continued from page 1)

and Social Medicine said "there is a high probability that cardiovascular damage due to passive smoking can be ruled out in healthy people."

A connection between ETS and lung cancer, they said, "has not been scientifically established to date."

"Should lawmakers wish to take legislative measures with regard to passive smoking," Wynder and Valentin wrote, "they will, for the present, not be able to base their efforts on a demonstrated health hazard from passive smoking."

### Koop Promises Evidence

At the press conference called to release his report, reporters quizzed Surgeon General C. Everett Koop on the findings from those workshops, particularly the government-sponsored NIH review.

Koop dismissed the NIH workshop conclusions, saying the use of the

word "negligible" was "unfortunate." And although he admitted he could not yet produce "solid" proof of ETS health effects on the nonsmoker, he said, "I suspect we will have very solid evidence before long."

The press conference releasing the 1984 report was wired to the American Lung Association's annual meeting in Miami Beach where, three days earlier, Koop had called for an all-out private sector assault on smoking, with a goal of a "smoke-free society by the year 2000."

Noting the tie-in with the anti-smoking movement, TI spokesmen said Koop "seems to have disqualified himself from objective science by reciting the anti-smoking coalition's political agenda by rote. He's now lending this annual report ritual to the anti-tobacco lobby."

Koop, TI suggested, "ought to think about that in the future."

Nevertheless, Koop appeared the following week at a news conference called by the Coalition on Smoking OR Health to announce its support of his goals. The Coalition is a lobbying group composed of representatives from the voluntary health organizations, including the American Cancer Society, American Lung Association and American Heart Association. □

## Manufacturers Offer Food, Funds to Stricken States

WASHINGTON, D.C.—The people of the Carolinas are slowly rebuilding lives, homes and businesses destroyed by a string of tornadoes that swept through the region in March.

At the forefront of the rebuilding effort are two of the nation's cigarette manufacturers—R.J. Reynolds and Philip Morris—who donated money and supplies to the stricken states.

The tornadoes that ripped through eastern North Carolina and northern South Carolina March 28 killed 59 people and left millions of dollars of damage in their wake.

Farm losses were estimated at more than \$100 million, much of that in the heart of the nation's flue-cured tobacco region, where seedbeds, farm buildings and machinery were destroyed.

The worst natural disaster to strike the Carolinas in a century left residents throughout both states dazed. And, as often happens when tragedy strikes, those not directly affected immediately started to help those who were.

A welcome sight in many of the stricken towns were R.J. Reynolds "Pride in Tobacco" vans, which in the days immediately after the tornadoes hit, delivered some 100,000 cans of fruit and vegetables to relief centers.

"We are pleased to be able to do what we can to help people we regard as part of the 'tobacco family,'" said Gerald Long, president and chief executive officer of Reynolds Tobacco.

The North Carolina-based cigarette manufacturer also gave \$100,000 each to North and South Carolina for emergency relief. And Philip Morris USA also sent \$100,000 to North Carolina to supplement emergency funds appropriated by the U.S. Department of Agriculture.

The gift to the farmers, North Carolina Agriculture Commissioner Jim Graham told Associated Press, "will go a long way toward helping them to get back on their feet and preparing their fields" for planting.

The governors of both states also praised the corporate assistance that was forthcoming in the wake of the disaster.

"At a time of great tragedy, it's gratifying to see businesses join our efforts to provide relief for the victims," N.C. Governor James B. Hunt Jr., said. "This type of leadership reflects the human concern our corporate citizens have for the welfare of the people of our region."

And from S.C. Governor Richard Riley, "The outpouring of voluntary support from individuals and organizations has been a most welcome contribution to those who have suffered such tragic losses." □

## The Smoking Light Goes Off the Blink at CAB

WASHINGTON, D.C.—What began as a simple affirmation of a decision reached months earlier became by afternoon's end on May 31 a front page news story, as the Civil Aeronautics Board performed what the *Washington Post* described as "one of the swiftest regulatory flip-flops in history."

Within the space of just two-and-one-half hours, the board voted first to reverse its March 19 decision against a smoking ban on flights of two hours or less, then changed its mind again and returned to the March 19 ruling.

"The board is not going to do what it said this afternoon it would do," is how one CAB spokesman explained the confusing turn of events.

When four of the five CAB members convened the afternoon of May 31, a final vote on the smoking regulations hashed out during a lengthy March 19 hearing was at the top of the agenda. At the March hearing, the board tentatively voted to ban pipe and cigar smoking, and to ban all smoking on planes seating 30 or fewer passengers.

The CAB also approved a smoking ban when ventilation systems are not "fully functioning," and continued assurance that nonsmokers not be "unreasonably burdened" by being sandwiched between two smoking sections.

It unanimously rejected a call for a smoking ban on short flights of either one hour or less or two hours or less. All five board members cited administrative problems when they cast their votes.

The May 31 session was to have approved final regulatory language, reflecting concerns voiced at the March hearing. Instead, CAB Chairman Dan McKinnon told a stunned audience he had changed his mind on the two-hour ban.

"I've come to the conclusion," he said, "that you do not have the right to interfere in somebody else's right."

Despite attempts by board member James Smith, who called the reversal

"temporary insanity," to delay the order for further debate, McKinnon and members Diane Morales and Gloria Schaffer comprised the majority 3-2 vote for the ban.

The airline industry estimated such a ban would affect up to 90 percent of domestic flights.

But later that afternoon, CAB spokesmen said, board staff advised McKinnon a smoking ban based on length of flight is impractical, could not be enforced and could not be administered.

And so, with a written vote June 1, the CAB reverted to the March decision. □



National Guardsmen unload supplies going to tornado-stricken families in Red Springs, N.C. The string of funnel clouds that ripped through the heart of the nation's flue-cured tobacco region caused farm losses estimated at \$100 million.

PHOTO COURTESY R.J. REYNOLDS

## House Will Consider Four Rotating Cigarette Warning Labels

WASHINGTON, D.C.—The House Energy and Commerce Committee last month voted 22-0 to send to the full House of Representatives legislation drafted by Rep. Albert Gore Jr. (D-Tenn.), calling for four rotating warning labels in cigarette advertising and on packages.

One day after the House committee action, Sen. Orrin Hatch (R-Utah) offered an amendment to legislation reported out of his Labor and Human Resources Committee last June. The Hatch amendment brings the Senate bill in line with that sent to the House floor.

The Tobacco Institute said it would have no comment.

The Gore substitute refers to smoking and health findings of the Surgeon General. Cigarette packaging and advertising would be required to bear one of four rotating warning labels:

**SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.**

**SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**

**SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.**

**SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.**

Warnings placed on billboards would be shorter and in all capital letters, but would convey similar messages. And although the size of the warning on cigarette packaging would remain as it is now, labels in advertising would be 50 percent larger, with a border twice as thick. Billboard label size would stay the same, with a thicker border.

Labels would be rotated quarterly, under a system devised by each indi-

vidual manufacturer and approved by the Federal Trade Commission (FTC).

While previous bills called for an annual report to Congress on all cigarette ingredients, the substitute requires each manufacturer to provide such a list to the Secretary of Health and Human Services (HHS), who must establish "procedures to assure" confidentiality.

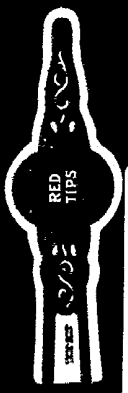
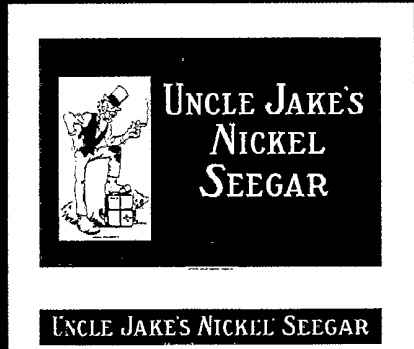
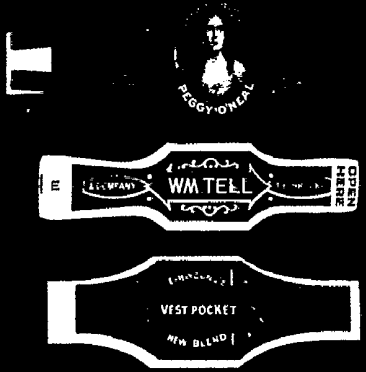
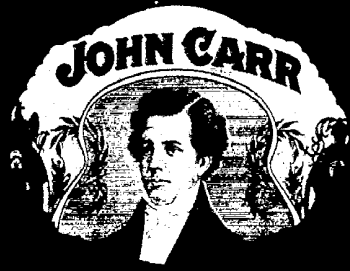
The HHS secretary may, whenever he considers "appropriate," report to Congress on proposed and ongoing research on "the health effects of ingredients" and information on any ingredient he thinks poses a health risk to cigarette smokers.

Also included in the bill is a provision for a "program to inform the public of any dangers to human health presented by cigarette smoking," including establishment of an Interagency Committee on Smoking and Health. That committee will be composed of representatives from HHS, FTC, the departments of education and labor and five representatives from the private health community. □

# CIGAR COL

By Philip Eberly

SUPERIOR  
REY WEST WINTER  
QUALITY



93852827

# LECTIBLES

As a designer, I like [cigar graphics] ... the heraldic devices, gold stamping, die embossing, rococo flourishes and xylographic portraits. Cigar graphics touches the connoisseur in us all....

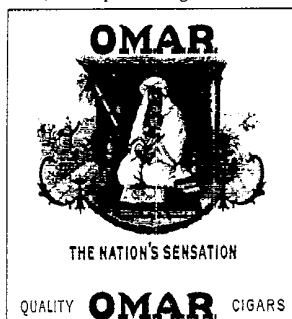
—Fred Walsh, graphic designer  
Seattle, Wash.

**R**ED LION, Pa.—in the pre-media age—before spectacular color graphics burst onto magazine pages and television screens—cigar bands and box labels were functional parts of the packaging and marketing process. Except for the anonymous artists who created them, few thought of bands and labels as objects d'art.

Little did they know such fascinating items would one day become collectibles, an integral part of Americana.

No collectible evokes the taste and smell of an era as do cigar bands and labels. Nostalgia aside, each time a collector discovers a different band or label, it becomes a footnote to history, underscoring tobacco's deep roots in our cultural and industrial heritage.

Confront the serious collector and he/she will rattle off a volley of facts about an industry noted for its amazing and unequalled diversity: Between the 1880s and 1920s more than 20,000 brands of cigars were manufactured in America. By 1903, 15,000 factories were making cigars. The cigar band, whose early function was to hold the cigar together, was invented in the mid-1800s by Gustave Bock, a European living in Cuba.



Dedicated collectors will note that as the cigar industry burgeoned after the Civil War, so did lithography. Cigar manufacturers could turn to any number of lithographing companies—William Steiner & Sons, Steffans, Jones & Co., Paul W. Krantz, August Buehler & Co., all of New York, and A. W. Harrison & Sons, Baltimore.

But the name most connected to the glory days of cigar band and label lithography was Jacob A. Voice. By 1933 Voice, who was Consolidated Lithographing Corp. of Brooklyn, had 75 percent of the band business, making 6,500 different kinds. The Rumanian immigrant started out as a bookkeeper for the Steiner lithographing company. He

Philip Eberly has written previously for TFO on tobacco advertising during radio's golden age.

soon formed his own company and, in 1931, bought out the Steiners.

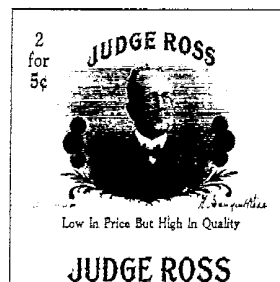
Lithographic artists were constantly challenged to create appropriate designs for new brand names. And nowhere in the U.S. were their talents put to a greater test than in Red Lion, Pa.

This southeastern Pennsylvania town offered a hospitable setting for settlers capitalizing on the post-Civil War cigar boom. It and neighboring Lancaster County offered a favorable climate for tobacco agriculture. And many of its people were German im-



migrants who had either raised tobacco or manufactured cigars in the Old World.

By 1920 Red Lion was producing 20 percent—about 500 million—of all American-made cigars. In fact, a second county office of the Internal



Revenue Service opened that year to process the required tax stamps—the only county in the U.S. to have a second office.

Even as cigarettes were upstaging cigars through the 1920s, Red Lion continued to produce cigars. As late as 1927, it still boasted 151 manufacturers.

By 1930 more than half of all cigars made in the United States were machine-made. With mass national advertising of these less expensive cigars came a dwindling of individual brands and the end of a colorful era.

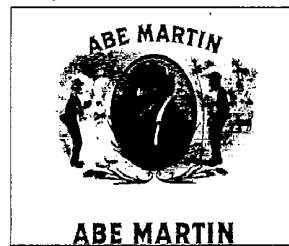
The profusion of brands, however, that had poured out of Red Lion offers a glimpse of the cigar world in the half century between 1880 and 1930. Trade names on Red Lion cigar bands and labels are a rich mosaic of

American heritage.

For the patriot, there were *White House*, *Federal Judge*, *Joe Cannon*, *Victory*, *Peace Time*, and all the presidents up to Franklin Roosevelt; for the history buff, *Ben Hur*, *Alexander the Great*, *Gladstone* and *House of Windsor*.

Celebrity watchers could choose from *Mark Twain*, *Lucky Lindy*, *Sherlock Holmes* and stage greats such as *Peggy O'Neal* and *Clint Ford*. Some manufacturers aimed for the upper crust with brands like *Canadian Club*, *Country Club*, *Champagne* and *Bank Note*; others boasted of their Cuban and American blended tobaccos with *Palmetto*, *Manuel*, *Perfecto* and *Don Rey*.

Still others honored the local industry with names such as *York Imperial*, *General York*, *Red Dot* and *Pennsylvania Dutchman*. □



## Cigar Bug Bites Flea Market Fan

**Y**ORK, Pa.—When it comes to bands, labels and other cigar collectibles—especially those from Red Lion, Pa.—there is no one more enthusiastic or up-to-date than Jackie Thompson.

Thompson, who owns and operates the Hillcrest General Store in suburban York, presides over what may be one of the largest collections of cigar memorabilia in Pennsylvania.

Her husband, Robert, and his two brothers comprise the third generation of Thompsons to own and operate the 85-year-old T.E. Brooks Cigar Company of York and Red Lion. Although they sold the company in 1981, their interest in tobacco remains intact.

Despite her relation-by-marriage to the cigar business, Thompson became interested in cigar collectibles only about 15 years ago.

"I had gone to a flea market in Philadelphia—I'm a flea market regular—and met a collector. I told him about our cigar company and, obviously, his ears perked up and he asked me for some labels," she says.

"One day not long after that, I was going through some tobacco literature and came across an article about a club that specializes in cigar memorabilia and collectibles—the International Cigar Band and Label Society. Through the society, I've made contacts and, over the years, have traded with and bought from other members."

Serious collectors like Jackie Thompson rely heavily on trading to add to their band and label collections. "Most of us attach a sentimental value to our collections and you can't put a price on sentiment," says Joe Hruby, a Cleveland collector whose library of 170,000 bands is purported to be the largest in the U.S.

But Thompson has no desire to get into "high numbers band-collecting," she says. Her interests center around labels from the Golden Age of Lithography—the early 1890s to 1905.

"Those lithographers certainly produced some dazzling art for bands and labels, but particularly for box labels," she says. "The designs they fashioned were created expressly for



Cigar memorabilia collector Jackie Thompson shows off a small part of her collection of bands, labels and manufacturing tools and gadgets.

sales impact. An impressive label meant more eye appeal, and a greater likelihood one brand would be chosen over another."

For much of the collectible lithography—post cards and valentines, for example—European artists produced better work, Thompson notes. But American cigar box art—with its immense variety—is far "more exciting and more collectible" than that produced by Europeans, she says.

Once bitten by the collecting bug, Thompson branched out in short order. She's since slowed down her "paper chase," and now seeks other endangered cigarland species.

Lately, she's been on the hunt for the tools once used to manufacture handmade cigars—molds, cutting boards, knives, etc.

"I'm also into cutters," she says. "Those are the gadgets many cigar smokers in the pre-1930s carried in their pockets to snip off the tips of their cigars, to eliminate the rather uncouth system of biting them off."

Since that was an age when fashion dictated ostentatious tie pins and watch fobs, fancy rings and spats, the cigar cutters came in a variety of shapes and sizes. For example, she says, some were shaped like champagne bottles, others like figurines or horseshoes.

Where will it end?

Jackie Thompson doesn't know. She can only say that, for her, "cigar collectibles are so fascinating I don't think I'll ever quit collecting them. To me, there is no more unique way of preserving our past." □



"I'm sorry, but I'm not allowed to play 'Smoke Gets in Your Eyes' in the no-smoking section."

From the Wall Street Journal. Permission to reprint by author. © Serrano, Inc.

## COMMENTARY

"I am intensely sensitive to the needs and attitudes of the public. I make every effort to provide a pleasant and safe environment for my customers," shoe store manager Seth R. McGhghy wrote the Mountain View, Cal., Chamber of Commerce recently.

Mountain View is considering legislation that would restrict smoking in the workplace. At press time, one public hearing had been held, a second was scheduled.

McGhghy said he objected to the city's "acting like I don't know what is good or bad" for his business. The legislation, he wrote, infringes on the business community's privileges and rights.

The businessman enclosed with his letter a poem, to his customers, in the event the legislation is approved. It reads in part:

Dear Customer:  
I now have a new partner,  
Not by my choice, but because  
He's not sure you and I  
Know how to do business  
Together.

He isn't on my payroll,  
But then, in a way he is.  
I pay taxes, assessments, and  
License fees to maintain his  
Position.

He hasn't invested one cent  
In my inventory, Nor has he  
Contributed one ounce of  
Energy to the daily task of  
Operating my business,  
However, he's demanding a  
Powerful say....

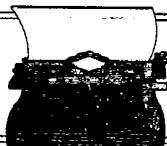
Now he wants to clear the air  
Of smoke.

"Smoke," he says. "but not on  
The job or while you shop."  
(I wonder when he'll show up  
At my house or tap on the window  
Of my car when I light up.)

My partner is divisive,  
Fragmenting my clientele with  
His scheme to eliminate smoke.  
He thinks I don't know how to  
Treat you, and is not sure that  
You know how to respect or defer  
To other customers unless he  
Regiments.

Until now, dear customer, you  
Had been my partner. I thought  
We were working well together.  
I supplied what you demanded,  
And in the manner you desired.  
But my new partner is changing  
that. □

## EDITORIAL



### Red Tape Wrap Up

**W**isconsin has a new smoking restriction law, described by one newspaper as "watered down" and "without clout."

We know the bill as it passed the legislature isn't as strict as its sponsor would have liked. And we know that there are few enforcement provisions; for example, no smoker can be fined for puffing in a no-smoking area.

That's fine. We've been saying for years smokers and nonsmokers should be able to work out their problems without resorting to legislation.

What bothers us is the thought that apparently spawned this law, and the bureaucratic red tape it seems to be creating.

The state senator who has been pushing for this for the last decade, Fred Risser of Madison, says he's not bothered by the weaknesses of the bill that eventually passed. In fact, his aides told the *Milwaukee Sentinel*, the law was intended only to lay out guidelines and promote general discussion and awareness.

That hardly seems a suitable reason for adding another series of rules and regulations to the state codebook. And it reminds us of a quote we once ran in a TTO news story:

"The day when any law can be laughed off, it's a bad day for all law," Dr. Theodore Gill, provost and dean of faculty at the John Jay College of Criminal Justice, told a law meeting then, almost four years ago. Bad laws breed disrespect for all laws, he said.

Bad laws also breed bureaucratic red tape and regulation, as the new Wisconsin measure demonstrates.

Take the seemingly simple matter of signs that must designate areas where smoking is permitted. According to the *Milwaukee Journal*, designing them has become a project that will take eight to nine months to complete, in the "best-case scenario," at a cost of \$3,500 to \$4,000. That doesn't include costs to businesses of having signs printed, posted and maintained.

Why?

Because the state's Industry, Labor and Human Relations Department has to issue rules. Someone must decide whether signs should say "Smoking Permitted," "Smoking Allowed" or "Smoking in Designated Areas."

Will the signs also be in Braille? Should they be in foreign languages? How big? What color? Should there be words at all—or just a picture?

Then comes the public hearing to discuss the proposals. And, at beginning, middle and end of the process, reports assessing the problems the new rule might create for businesses.

That's promoting "awareness" the hard way. □



May I offer you my congratulations on the great job you are doing, to educate the public re smoking.

I certainly admire your "attack is the best method" of defense.

I am a tobacco grower of some 53 years and have taken a part in the organization of the growing section (in this country) for most of that time.

T. V. Gilmore  
N. Queensland, Australia

### The 'Right' to be Polite

By Anne Taylor Fleming

**L**OS ANGELES—At a restaurant the other day, after a lovely meal, a friend of mine lit a cigarette, her longtime ritual. One puff later and the woman in the next booth, with a cringeful scowl, made no secret of her distaste. I braced myself for her invective.

But before she had a chance to orate, my friend, seeing her displeasure, immediately put out her cigarette. And she did it gracefully; she didn't pound it in the ashtray with defensive fury. . . . The situation was immediately diffused.

Our neighbor leaned over, her scowl now a smile, and said thank you. No problem, my friend said, and the next thing I knew they were exchanging names of their hairdressers.

I thought later how nicely they'd both handled the situation and about how neither had felt the need to pontificate about her rights. That's the hot word these days, rights.

Rather, it's usually two words: my rights, a couplet bandied by smokers and nonsmokers alike. I have a right to smoke. No. You don't because your right interferes with my right not to have you blow smoke in my face or pollute my space or whatnot. Everybody's suddenly got rights they're willing to defend verbally, go to the mat for, behave ugly in the defense of.

Every tiny picayune behavior is suddenly a matter of these rights. It didn't used to be like this. There was a time not too long ago when if something you did bothered some-

one and that person let you know as much, you simply, out of politeness, stopped. It would never have occurred to you to arch your back and rant about it being your right to continue engaging in the contested behavior.

When I was growing up, my parents both smoked (one's quit, but I won't say which), but if anyone hinted at displeasure, they immediately took the cue and put out their cigarettes. There was no thought that a grave constitutional matter was at stake. It was simply a matter of politeness. That was enough. □

King Features Syndicate. Copyright © 1984. Reprinted with special permission of King Features Syndicate, Inc.

93852829



# CAB: Smoking Remains 'Socially Acceptable'



**W**ashington, D.C.—After nearly two years of ploughing through thousands of pages of testimony and public hearings, the Civil Aeronautics Board finally reached some decisions about smoking on airplanes.

Observing that most flyers don't smoke, the board nonetheless concluded that "smoking remains a socially acceptable practice" that cannot reasonably be denied paying passengers on the nation's airlines.

Swatting away anti-smoking arguments to ban completely the practice because of asserted health risks and claimed annoyance to nonsmokers, the board modified long-standing smoking rules to make binding what is already common industry practice.

This includes banning smoking on all commercial aircraft with fewer than 30 seats—something over half of the small airlines already require—totally banning cigar and pipe smoking on commercial flights, and requiring that aircraft ventilation systems be fully functional before cigarette smoking is permitted in flight.

The board rejected proposals that would have required "special" protections for passengers claiming special sensitivity to tobacco smoke, but moved to discourage airlines from sandwiching nonsmokers between two smoking sections.

Submitting its rule-making documentation to the Office of Management and Budget prior to publication in the Federal Register, the Presidentially-appointed board produced a detailed narrative explaining the reasoning behind its decisions and the supporting evidence.

In the course of deliberations, anti-

smoking advocates pinned their basic argument on the premise that smoking harms the nonsmoker at worst and at least represents an annoyance for passengers and crew who do not smoke. They also maintained smoking in flight represents a fire hazard.

The board rejected the health claims of the anti-smokers, noting that studies show no adverse health consequences to nonsmokers who are exposed to tobacco smoke in aircraft cabins. Further, they found none of the anti-smoking research referred specifically to aircraft experience, with its unique ventilation system. The single study that did apply to cigarette smoking in flight, the board noted, was a Federal government inquiry that found smoking "not to represent a hazard to the nonsmoking passengers . . ."

"It thus appears that the evidence of adverse health effects of passive smoking is still being disputed," the panel concluded.

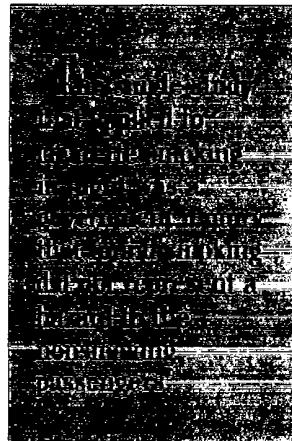
On the other hand, nearly 30 percent of individual respondents to the CAB rule-making inquiry were in favor of stricter smoking rules, while 70 percent of airlines, unions representing pilots and other groups, and individual responses were generally opposed.

"The additional protections for nonsmokers adopted," the board found, "will impose a minimal burden on airlines. They represent a further compromise in the on-going dispute among nonsmokers, smokers and airlines."

Anti-smoking arguments that smoking is a safety hazard in-flight also were outlined, including the claim that there were 45 major fires

aboard aircraft between 1973 and 1981.

The board reviewed National Transportation Safety Board files on major aircraft fires since 1970 and found "none of them were caused by cigarette smoking in the passenger compartment." Further, the board concluded that banning smoking in designated smoking sections might increase, rather than decrease, fire hazards in aircraft lavatories, where it poses the greatest risk to the lives of passengers.



Finally, on the issue of passenger comfort, the panel agreed that "it is quite clear that, for at least some people, smoking aboard aircraft causes a high level of annoyance and discomfort."

On the other hand, barely two percent of consumer complaints concern in-flight smoking and the board's

present rule "favors the nonsmoker" by requiring that airlines provide a nonsmoking seat to all passengers who request such seating.

And it dismissed arguments that smoking be banned on short flights—those of two hours or less—because they "are not justified. The additional comfort that that would provide for (nonsmokers) is outweighed by the administrative confusion, and competitive problems that it would create," the board wrote.

For aircraft of fewer than 30 seats, the board decided that these planes are typically too small to reasonably accommodate nonsmoking seating with enough separation from smokers. On the other hand, the board noted that most commuter airlines already ban cigarette smoking on these flights, making the new strictures conform with common industry practice, and thus more likely to be accepted by smokers and nonsmokers.

The least controversial of the board's decisions was the one to ban cigars and pipes, "probably due to the fact that most airlines have already adopted such a ban on their own initiative," the panel noted. Most testimony and consumer responses clearly show a strong negative reaction to cigars and pipes on aircraft, and the board went along with current practice.

Finally, the rule-making body observed that most surveys show "widespread support for the current rule," including airline studies of their own passengers that indicate passengers are satisfied.

"In our view," the board wrote, "the further restrictions imposed (by its new rules) will also have public support." □

## L.A. VOTER SURVEY:

# Smokers and Nonsmokers Oppose Workplace Bans

**L**OS ANGELES—An overwhelming majority of voters in the city of Los Angeles oppose legislation that would restrict smoking in the workplace.

Fewer than one person in five responding to a survey conducted by an independent public opinion research firm said they agreed with a proposal to restrict or prohibit smoking in local businesses. The proposal, modeled after a San Francisco workplace smoking ordinance, is being studied by the city council.

Bregman & Associates, the research firm, and Larry L. Berg, director of the Institute of Politics and Government at the University of Southern California, polled 506 randomly selected registered voters in the city. The poll was commissioned by The Tobacco Institute.

"Recently, your local city government has been considering a possible new law that would restrict

smoking in the workplace," pollsters told respondents in the telephone survey. Only 18 percent of those questioned said they thought the city council should pass such a law.

Forty-one percent said they thought the council should "urge all local businesses to establish smoking and nonsmoking sections, based on the employers' and employees' needs." And 39 percent said they thought such policies should be determined by employers and employees, not the government.

The voters then were told that if such a law were passed, local police would have to enforce it. Almost 75 percent of them rejected that idea, either because they did not want to spend their tax dollars—38 percent—or because they thought authorities should not spend their time—35 percent—on enforcement.

Of the 20 percent who favored some form of enforcement, 11 per-

cent preferred that employees sue in court to force compliance. Only nine percent thought police and courts should aggressively enforce such laws.

On related issues, a large majority of the 506 voters polled agreed that such a law could result in civil lawsuits clogging the courts (82 percent); that restaurants should base any decision to establish separate smoking and nonsmoking sections on size and customers' desires (79 percent); and that government should not regulate personal behavior (73 percent).

Another 73 percent agreed there is too much government involvement in people's lives, while 70 percent said they believed businesses could handle such problems as smoker/nonsmoker disputes on a voluntary basis.

### Representative Sample

Party registration and ethnic composition of the 506 polled reflect the actual proportions for registered voters in the city, Bregman noted, adding that the 29 percent who identified themselves as smokers is statistically similar to the 26 percent reported in a recent statewide poll.

The 29 percent who identified themselves as smokers were strongly opposed to such legislation—95 percent of those polled—and its enforcement—88 percent. But a majority of nonsmokers, too, registered opposition. Seventy-five percent of them opposed the legislation, while 67 percent opposed spending tax dollars or police time on enforcement.

More than two-thirds of black respondents said they thought such a law would affect people with clerical and lower paying jobs—more often women and minorities—while not affecting executives with private offices.

### Never Been Asked

Smokers were asked how often in the last three months they had been asked not to smoke. Eighty-eight percent reported "rarely" or "never." Only four percent said they had been asked frequently not to smoke; seven percent responded "occasionally."

Nonsmokers asked how often they had asked smokers to put out their cigarettes responded rarely or never 72 percent of the time; frequently nine percent and occasionally 14 percent. □

# Friendly Kenly Farmers Foster Tobacco Good Will

By Adele Abrams

**K**ENLY, N.C.—“Do you grow menthol tobacco here?” “When do cigarettes appear on the stalks?”

The Kenly farmers who set out roadmarkers declaring “This Farm Has Pride in Tobacco” take such questions seriously.

Five days a week, volunteer farmers take time out from their own heavy workloads to share their tobacco heritage with visitors. Tobacco farm tours are part of the Tobacco Museum of North Carolina's ongoing tourist information program.

The museum, founded in August 1983, is the brainchild of the “Friendly Kenly” Chamber of Commerce and schoolteacher and farmer's daughter Suzanne Bailey. Kenly wanted a way to attract tourists to the town and hit upon the area's rich tobacco fields as a drawing card.

Each summer's day, cars stream past the town on busy Interstate 95, headed south toward North Carolina's Outer Banks or north to the Chesapeake Bay's tempting waters. The tobacco fields that border the interstate are nothing but a green blur; most out-of-staters never realize they are barreling through the heart of America's tobaccoland.

Kenly, a town of about 1,500, lies just off Route 301 between Raleigh and Wilson. It's a short hop from exit 107 on the interstate. It's also a major center for premium bright leaf production: More than half of all flue-cured tobacco grown in the U.S. comes from fields within 100 miles of here.

## A Demand to Be Met

**B**ailley and the museum's other volunteers wanted to bring tourists and tobacco together. The state Department of Travel and Tourism told them visitors were asking for tours of working tobacco farms. There were no other programs operating in the area, so they decided the town's location made for an ideal tobacco museum.

The chamber of commerce offered a vacant restaurant for museum space and posted a billboard on the interstate. Bailey recruited local farmers to serve as tour guides and developed a slide presentation on tobacco growing. Local businesses donated a van, gas and insurance. Residents offered rustic tobacco artifacts. And they waited for the first guests to arrive.

Hundreds did. The museum register recorded nearly 1,000 visitors in the first year. Many are local folks, curious about the new landmark. But more than 20 states are represented, along with England, Canada, Mexico and the Netherlands.

The effort aims to preserve the heritage of the state's tobacco farmers. The staff of 40 volunteers—mostly farmers' wives—stresses the positive aspects of tobacco cultivation and the crop's financial contributions.

“It's our livelihood,” Bailey says simply. “But more than that, it's our heritage. One item here in the museum is a rug made from twine used to bale tobacco. Families saved the twine and made rugs and bedspreads from it. This is just one of the things unique to tobacco society.”

This crash course in tobacco culture usually takes about an hour.

Then travelers board the van for an eight-mile tour of tobacco farms.

## What's the Pay?

**O**ne stop is the Gerald Starling farm. A third-generation leaf grower, Starling thinks the tobacco farmer's image needs improvement. “People who come out here get a better understanding of what tobacco's about and its importance to the economy.”

Starling worked his father's acres as a youth, then left for college and a career in insurance. But fresh air and sunshine, and the freedom to set his own hours drew him back to Kenly.

“When you get away from the farm atmosphere, you tend to appreciate what you had but didn't realize,” he says. “I won't leave now until they run me off.”

Starling is a strong promoter of tobacco's family orientation. His wife, daughter of the local doctor, lacks farming experience, so handles the bookkeeping. His two sons lend a hand at harvest time and tag along on the tours.

Still, some things have changed. “When I was growing up, I was told what to do and did it. . . . Now my boys ask, ‘What's the pay?’” he says with a grin.

On his leg of the tour, Starling takes guests on a stroll through the fields, explaining how tobacco is transformed from towering green plants to dried golden leaf. Tobacco covers just 30 of his 300 acres, but it's his number one cash crop. The fields of corn, wheat and soybeans help, but his family's livelihood is directly tied to premium bright.

## A Dollar a Stalk in Taxes

**D**onnell Stancil also plays host on these tobacco tours, proudly displaying the farm on which he was born. Like most of the farmers on the tour, Stancil attended college then chose a career in agriculture.

But unlike most of the farmers, Stancil is something of an activist farmer. Twice recently he's traveled to Washington, D.C., to talk to con-

gressmen about tobacco farmers' needs. He's voiced his opposition to tobacco tax increases and has testified in favor of funding for agricultural research.

“There must be active promoters for tobacco,” Stancil says. “It's so politically involved that farmers must represent its interests.”

He's also quick to tell visitors of tobacco's economic importance. “You'll have to check me on this, but I figure that each stalk of tobacco brings in one dollar in taxes. . . . and there are 72,000 stalks in this field.”

Stancil tells visitors that tobacco was the first commodity traded in the U.S.—some 400 years ago. “It's a high quality product we can export and it helps the U.S. balance of payments,” he says. “Anybody bad-mouthing tobacco should realize that this country wouldn't last long without the taxes from tobacco and the employment it brings.”

Unique to the Stancil farm is the solar-heated curing barn. The grower also has several standard aluminum bulk barns, fueled by oil or gas. And although he grows other crops, his enthusiasm for tobacco is obvious.

“Tobacco gets top priority. It's our Sunday girl. I was brought up to believe that every tobacco leaf is sacred.”

## Wanted: New Home

**W**hile the working farms give visitors to “Friendly Kenly” a glimpse of the latest technology, the museum offers them a look at tobacco cultivation of a century ago. Seedlings were set by hand, pests eradicated plant by plant, leaves tenderly tied into bundles and hand-pressed for market. The well worn wooden tools on display offer silent evidence of the love and labor that carried the leaf from seed to sales counter.

“We're the freest, poorest folks you'll ever come in contact with,” Bailey jokes, noting that both museum and farm tours are free. But sponsors encourage donations, and offer for sale handcrafted items embellished with the golden leaf, books, t-shirts and knickknacks.

Today, the biggest problem is finding and funding a permanent home. The restaurant that is the current headquarters must be vacated by the end of the season.

A proposal for the new museum includes a tobacco barn with an outside shelter, a theater, an office and a gift shop. Bailey estimates \$200,000 will buy the land and build the museum. She hopes to raise that much by summer's end.

“This is a museum celebrating all North Carolina flue-cured tobacco. It's not just for Kenly,” Bailey says. “Anyone can donate their old tobacco equipment, their time or their money. We're a nonprofit organization, and all contributions are tax-deductible.”

Travelers enroute to salty breezes this summer might consider taking time to get a first-hand look at tobacco and meet these people who are the backbone of the industry. Those who are unaccustomed to tobacco hospitality will be surprised at just how friendly Kenly can be. □

For information, write or call: Tobacco Museum of North Carolina, Box 88, Kenly, N.C. 27542. Telephone: 919-284-4901.



Clockwise from top right: Kenly's tobacco museum displays relics of a bygone era, including the hand seeding setter in the foreground and budworm poisoner to its right. Visitors see the modern-day replacements in action during the farm tours.

Travelers along North Carolina's Route 301 can't help but notice the tobacco museum, where they're treated to a slide show describing current cultivation techniques.

Curing barns—solar and conventionally heated, shown here—are part of Donnell Stancil's farm tour. His pride in tobacco makes him an outspoken advocate of his “Sunday girl.”

Fresh air and freedom drew Gerald Starling back to his family tobacco farm, where he shares the benefits of tobacco growing with visitors during his portion of Kenly's farm tours.