

Tobacconists blend 'prescriptions'

United Press International
NEW YORK — Fred Gilbert and Rich Weisberg fill prescriptions in their jobs.
They're not druggists or opticians. The two veteran pipe smokers are "tobacco pharmacists."
They'll help you find your own

personal prescription for that sometimes-elusive "perfect" smoke — even if that means a chocolate-mint flavored puff.
"Many pipe smokers are very particular people," said Gilbert, owner of Gilbert's Pipeline Ltd., a specialty

smoke shop on New York's East 42nd Street.
"We help them find the tobacco blend that best fits their individual tastes. We're just like French chefs — we work with ingredients to come up with something good. One of our customers once called us 'prescription tobacconists' and the name stuck."
Weisberg, the shop's "blender" who talks about smoking like a gourmet talks about caviar, says that by blending different types and cuts of tobacco the quality of a "smoke" can be varied greatly.
"We can make the tobacco stronger or weaker, quick or slow-burning, wet or dry, less biting, etc., so it meets a customer's exact taste," Weisberg said. "Of course, that's not to mention the flavor and aroma changes."
In addition to the more conventional flavors, the shop features a host of exotic flavored tobaccos.
For customers who want to smoke what they like to drink, the shop offers tobacco flavored with bourbon, whisky, rum and a variety of liqueurs.
Smokers with sweet teeth can puff on chocolate and vanilla flavored tobaccos. There's coffee, peach and apple blends, too.
And the shop has special tobaccos

with pleasant fragrances so you won't alienate the wife or the folks at the office.
Like regular pharmacies, the smoke shop keeps on file a register of its 600-regular customers and their "prescription" records.
"We have customers from all over," said Gilbert. "We have guys in Tokyo, Alaska, Mexico and even Thailand who ask us to send them their favorite blend."
Weisberg said most of the customers are content with one of the shop's 40 special blends.
But the more particular customers ask them to marry the blends especially for them, creating their own personal prescriptions.
"They tell us what they want and it takes us maybe three shots to get it down right," said Weisberg. "We ask them to try one blend and if they say, for instance, 'too strong' we know what to add to make it just right. We do it all by experience."
But some people are just picky by nature and it takes them awhile before they settle on a blend, Gilbert said.
"We have some guys who like to experiment," he laughed. "It's just like people who like to put mustard on a tuna fish sandwich just to try it. It takes them awhile to find a tobacco. And some smoke different blends

in the summer or just want to switch for a change of pace."
To aid the experimenters, the shop has free sample jars so smokers can taste a new blend before they buy.
The shop introduces several new blends each year and mails out a list of its offerings. One of its newest recipes is a combination chocolate-mint flavored smoke.
"We're just like Baskin Robbins," Gilbert laughs.
And what is the price of all this prescription-filling?
"We don't charge to make the blends, we charge just for the price of tobacco," Weisberg said.
The stores specialty blends are about 25 percent higher than regular commercial tobacco, but less expensive than high quality imports.
And how about a comparison between regular commercial tobacco and the shop's special smoke concoctions?
"Ours is natural, no chemicals, no additives — real high quality tobacco from the top of the plant," Weisberg said.
Wrinkling his lips like a French chef asked to compare rabbit with chestnuts to hot dogs, he added, "Some of that commercial stuff is garbage, floor sweepings."

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Money tossed to wind
United Press International
URBANA, Ill. — Police say a transient who has done "some things that weren't entirely normal" apparently ripped up hundreds of \$10, \$20, and \$50 bills and tossed them into the wind.
Police say Eddie Vaughn, 30, apparently tore up the money at an isolated trailer park where he once lived.
Police Lt. Charles Gordon said, "As long as the money was his, as far as we can determine, other than littering, there have been no laws broken."
Residents of the Lincoln Trailer Home Wednesday discovered hundreds of dollars ripped into 1-inch pieces blowing all around the ground. Police recovered \$300 of shredded money but said three times that amount may have been caught by residents.
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Sweet profits roll from Tootsie's
United Press International
NEW YORK — Smile when you say "Tootsie Roll" — most do — but don't laugh.
Tootsie Roll Industries, the company that makes the little brown and white wrapper familiar to generations of Americans, NYSE-listed firm with sales of \$69.6 million in 1979. Management is pushing hard to make it even bigger.
Tootsie Roll management is unusual. Melvin Jordan, chairman of the board, and Ellen R. Jordan, president, are the husband and wife who have made the company, whose name is a national institution, their personal and their business goal.
"While we are at all times conscious of our responsibilities as a company, we're small enough to run in the style of a family company," said Ellen Jordan.
"We know all of our employees, their families and their problems. The Jordans commute between their Boston home, Tootsie headquarters in Chicago and their vacation home in New Hampshire."
"We do tend to take our business home with us. We see things differently about company policy," she said. "But we use our individual strengths — we each handle those areas in which we have experience."
This is not to say the Jordans are drudges. An attractive, personable couple, they bicycle, sail and occasionally golf. Both slender, claim they "eat candy all day."
"We're high on candy, we nibble at it all day — both our own competitors', to see what they're doing — and our weight hasn't increased more than a few pounds in years," she said.
But per capita consumption of candy is down, and in an attempt to reach their 1978 goal of doubling sales by 1982 the Jordans are at volume. They're introducing new products, pitching their products to adults as well as children and expanding markets overseas.
Although the 1979 sales of \$70 million were up from \$61.3 million in 1978, profit margins have been cut by the soaring price of primary ingredient in their products — sugar.
1975 and 1976 sales skidded when sugar prices exploded, forcing candymakers to raise prices and reduce sizes.
Jordan pointed with pride to the fact that despite soaring prices Tootsie Rolls can still be bought for a penny, the same price charged by Leo Hirschfeld, the immigrant founder of the company who rolled the first familiar roll 84 years ago and named it for his daughter.
The first Tootsie Rolls were the first penny candy to be individually wrapped — no small factor in making it one of the most popular Halloween "trick or treat" handouts.

Guard dogs detect sheep predators
United Press International
BOISE, Idaho — Researchers say guard dogs may help sheepmen cut their 12 percent annual losses to predators.
From New Mexico to Oregon and Idaho, the experiences told by wool growers, who participate in experiments with the Idaho Sheep Experiment Station, are testimony to the success of guard dogs trained to keep predators away from unwary sheep.
The dogs — Great Pyrenees, Hungarian Komondors, thousands of years have guarded livestock in Europe and Asia. Researchers with the Idaho and U.S. Agriculture Department say they hope to roll out the rangeland of the state.
Arlo and Mozelle Robbins, N.M., say they lost 15,000 sheep to coyotes, bears and bobcats last year. The following year, they lost only a few.
Bob Geaney, of Myrtle, Ore., has lost up to 50 percent of his flock to predators. But when he says he hasn't seen a coyote in his pasture for months.
W.R. Sanders, of Firth, says he was awakened twice last night by sheep bells ringing as his canine employee kept predators from destroying his flock.
The five dogs working Robbins' flock stand guard at night, continually circling and barking, warding off predators to stay away, Mrs. Robbins said.
It's difficult for a shepherd to trust his herd to the dogs to trust his herd to the canine, Sanders said. He said he was awakened twice last night by sheep bells ringing as his canine employee kept predators from destroying his flock.
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