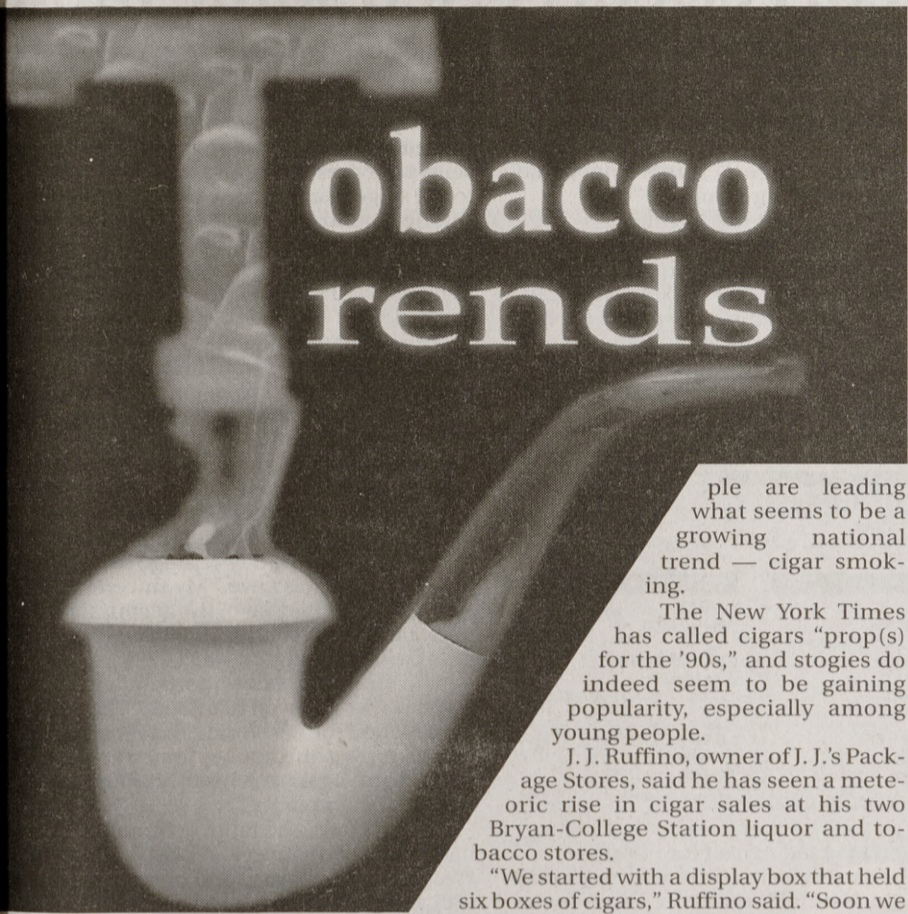


Tuesday • September 16, 1997



## Tobacco trends

BY MICHAEL SCHAUB  
 Staff writer

What do Rush Limbaugh, Demi Moore, Kramer from "Seinfeld" and that professor outside Sterling C. Evans Library have in common? Not just their high salaries. These peo-

ple are leading what seems to be a growing national trend — cigar smoking.

The New York Times has called cigars "prop(s) for the '90s," and stogies do indeed seem to be gaining popularity, especially among young people.

J. J. Ruffino, owner of J. J.'s Package Stores, said he has seen a meteoric rise in cigar sales at his two Bryan-College Station liquor and tobacco stores.

"We started with a display box that held six boxes of cigars," Ruffino said. "Soon we had a humidor that held about 40 boxes. Now we have in excess of 400 boxes in our walk-in humidor."

Ruffino said the rise in the popularity of cigars has been building for 25 years, and is probably due to the effects of Hollywood and the media.

"Celebrities have had more to do with [the popularity of cigars] than anything," Ruffino said. "You've got Cosmo Kramer

## With the increased popularity of cigar and pipe smoking, medical experts warn the trend poses adverse health effects

(actor Michael Richards) on the cover of Cigar Aficionado magazine. Who knows that Kramer smokes cigars? Anyone who watches 'Seinfeld' knows."

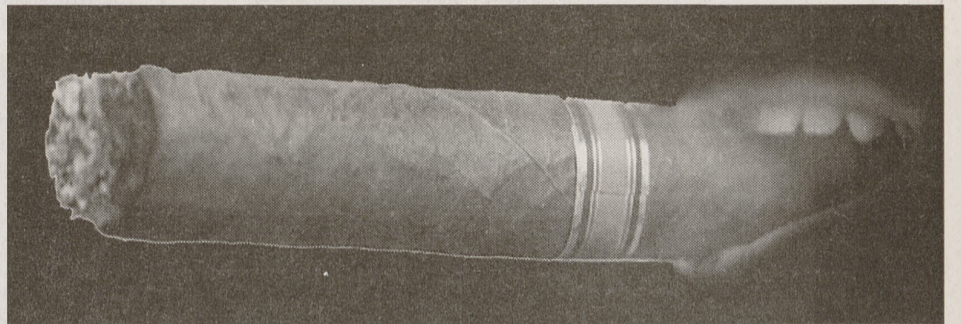
Cigar sales at J. J.'s have increased 40 to 60 percent a year over the past five years, Ruffino said.

Matt Cowan, a sophomore anthropology major, said he has smoked cigars for four years.

"I like the taste better than cigarettes," Cowan said. "I don't consider myself a major cigar smoker. It's mostly just a matter of when I can afford to smoke."

Cowan said he has noticed the increase in the trendiness of cigar smoking.

"When I first started smoking, it was kind of different," he said. "Now it seems very en vogue. It's just fashionable to be



seen smoking cigars, I guess, and that's cool. But five years from now, it won't be as fashionable."

Other College Station tobacco stores have enjoyed the rise in popularity brought about by the cigar trend.

Just Smokes, a tobacco store on University Drive, opened four months ago.

Store manager Michael Penny said Just Smokes sells about 2,000 cigars a week.

"It's picked up quite a bit," Penny said. "Cigars are popular with some students. Our most popular (brands) are probably the Macanudos and Arturo Fuentes."

Ruffino said he plans to open another J. J.'s in the Lone Star Pavilion on Texas Ave. The store will specialize in cigars and tobacco accessories.

"It's going to be a premium store with a heavy emphasis on cigars," Ruffino said. "We'll have an exclusive smoke room — kind of a membership situation."

Although more and more celebrities seem to be lighting up, a cigar backlash

has begun. Television personality Jenny McCarthy appeared on the cover of Newsweek magazine, holding a cigar away from her in evident disgust.

Sharon Arnold, director of nurses at A. P. Beutel Health Center, said cigars pose several health risks.

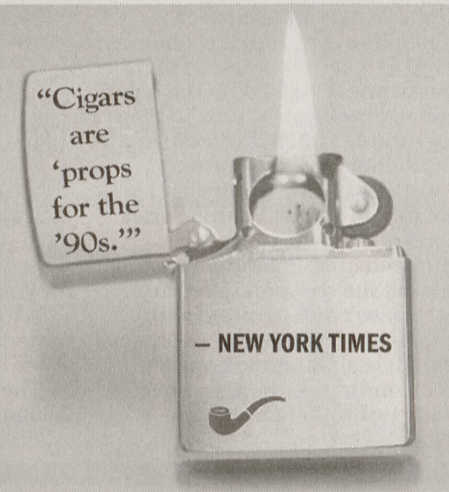
"Cigars have more nicotine and tar than cigarettes," Arnold said. "They produce 30 percent more carbon monoxide."

Arnold said the research of ETR Associates indicates a high percentage of oral cancer among cigar smokers.

"The ETR pamphlet says that one cigar a day can cause additive changes in brain cells," Arnold said. "Plus, cigars produce 25 times as much secondhand smoke as cigarettes."

Nevertheless, the demand for cigars continues to outweigh the supply, Ruffino said.

"We're making a major investment in this industry," Ruffino said. "Supply hasn't caught up with demand yet. But it's getting close."



GRAPHICS BY DAVE HOUSE & BRAD GRAEBER

## Do or dye: Aggies show their true colors

BY CHRIS MARTIN  
 Staff writer

Anthropologists have long studied the curious social practices that surface among a certain species of mammal. From time to time, a few members of the herd artificially enhance the color of their woolly crowns.

Each year a few students see one of the colored trunions around campus. They are students with hair tones above and beyond what their maker provided — and color them anything but ashamed.

Hair dye is a medium some college students use to express themselves. For a few, their expression is satisfied with red highlights or a set of golden bangs. For others, expression may manifest into a personal interpretation of multi-colored modern art in their locks.

For those inspired by Julia Louis-Dreyfuss' commercials, any local retail or drug store has adequate provisions for a natural-looking dye job.

For those inspired by Dennis Rodman, a bit more effort is needed to locate the essentials.

The Factory at Northgate carries a wide palette of hair dyes, including orange, pink, blue, green and silver. Adreon Henry, owner of the Factory, said students dye their hair for various reasons.

"Some people will dye their hair just for Halloween or some special occasion," Henry said. "Others do it to stand out and be different."

Some freshmen dye their hair when they get to college as a symbol of their freedom from direct

parental supervision.

"A lot of students dying their hair just got away from home," Henry said. "They do it because they just want to be themselves for a while."

College is a time of self-discovery. Unfortunately, many students discover too late that having a dragon tattooed across their back is not the kind of expression they want. The uniqueness of brightly colored hair lasts only as long as a person chooses.

Henry said most semi-permanent dyes last from two to six weeks, depending on the method of application. "If you want it to stay longer than two weeks, then you should let the dye soak in for an hour instead of thirty minutes and use a hair dryer," Henry said.

The conservative reputation of Texas A&M leads many to believe that all Aggies are dyed-in-the-wool maroon. An outstanding few, such as Betsy Roll, a senior biology major, happen to have their hair dyed neon red.

Roll jumped into the dying game "head first" her sophomore year.

"I've almost lost track of the times I've dyed it," Roll said. "It's been fuchsia, bright red, bleached blonde and now it's kind of a neon red."

Roll said she has no particular agenda for dying her hair.

"I guess I just do it to do it, to say that I dyed my hair," Roll said. "With the color I have now, I definitely stand out. I like it when random people come up to me and go 'Hey, cool hair.'"

Since a large majority of A&M students have their natural hair color, neon colors garner more than a

handful of onlookers. However, not everyone looks on in admiration.

Roll said a few people treat her unfavorably because of her hair, but it is to be expected at A&M.

Juan Munoz, a sophomore political science major, said he feels students with colored hair are treated differently at A&M.

"It's not very common here," he said. "It's interesting to see people with strange hair, but it makes them difficult to look at when you talk to them."

Colored hair is seen in an adverse light by some people. Munoz said people should be more accepting of people with different hair.

"It's only hair, basically," Munoz said. "As long as they don't make other people do it, it's perfectly fine by me."

While the thought of multi-colored Aggies puts many students into a purple haze, the brave few that are left see a colorful life ahead, unstained by pigment prejudice.



ROBERT MCKAY/THE BATTALION

## One Night Only

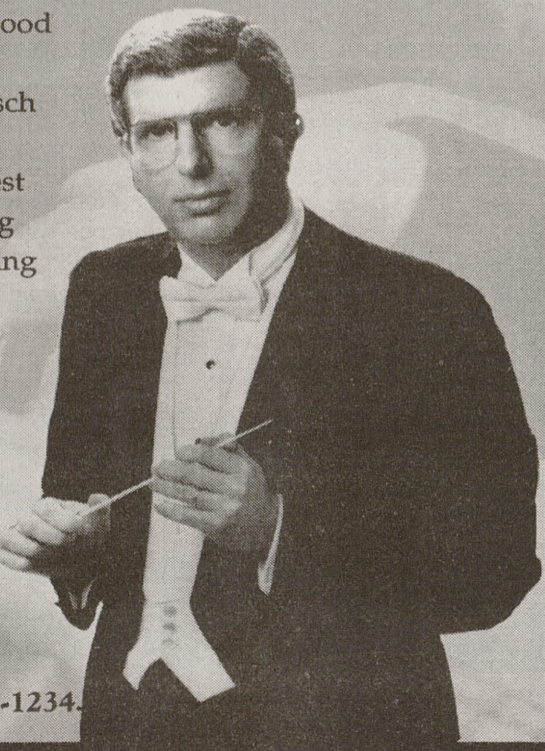
Marvin Hamlisch with the Austin Symphony Pops

Marvin Hamlisch,  
 Award-winning Composer

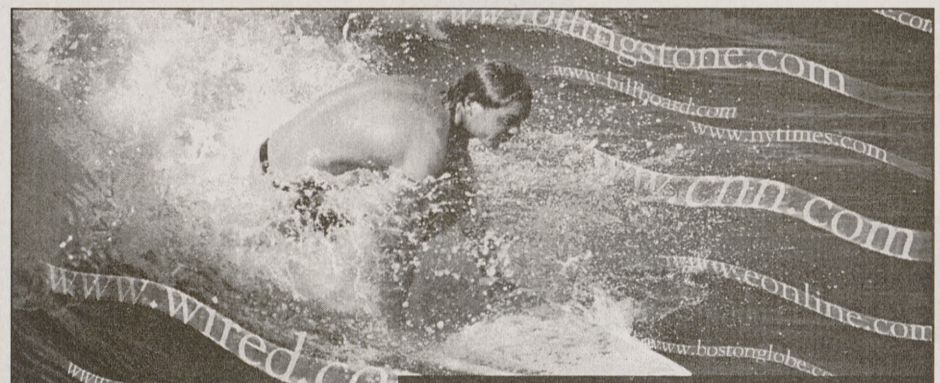
He most recently played for two sold out capacity crowds of 18,000 at the Hollywood Bowl. Now he's coming to Rudder Auditorium. Don't miss Marvin Hamlisch as he leads the Austin Symphony Pops through orchestral versions of his biggest hits from the stage and screen, including highlights from his Pulitzer Prize winning musical, *A Chorus Line*.

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