



### STAG PARTY PRANK IS NEAR-FATAL

Make - shift stocks were used in a wedding stag party that almost cost the life of Clinton Brown, 24, the prospective groom. Brown was

found unconscious in the stocks at a downtown Vancouver institution, where he was chained to a trash can. Newspaper reporter Stan Snilling-

ton is seen here demonstrating how the stocks were used. Passersby revived Brown and freed him. (CP Photo)

## Hand-Rolled Cigar Maker Reviews Drop In Demand

By CARL MOLLINS  
TORONTO (CP) — Lano Rem inhaled thoughtfully on a panatela that held a light grey ash more than an inch long. "Maybe," said the tall, angular Spaniard, "maybe we need a new salesman."

He laughed, removing the cigar from his mouth and letting the ash tumble like white dust into a waste bin. Laureano (Lano) Rea, at 71 oldest of four brothers who operate one of the world's few remaining hand-rolled cigar factories, describes himself as a salesman for Rea Hermanos (Rea Brothers), Havana cigar makers of Toronto for 36 years.

His laugh said he didn't really believe a new salesman would make much difference to a slow decline in business since 1958 and a sudden dip this spring. The fact is, Lano says, people lack the leisure and won't spend the money any more for hand-made, straight Havana cigars. It's more in keeping with the pace of the mid-20th century to light up a cigarette, puff it rapidly for five minutes and throw it away.

**SMOKE SLOWLY**  
"To smoke a good Corona or Perfecto properly, you take an hour. You sit down, put your feet up on a stool, relax and light your cigar."

"You smoke it slowly — it doesn't matter if it goes out; light it again—and read, if you read, or watch television, or just relax."

The brothers Rea — Facundo (Fred), 68, Armando, 65, Enrique (Henry), 61, and Lano—maintain the same relaxed approach to the business they have been running since 1926.

Along with their late brother Serafin, they came to Canada at intervals between 1907 and 1912 from farming around the village of Arguero in northwest Spain. Lano and Henry by way of the cigar factories of Cuba and Tampa, Fla.

Now with their cousin Frank Barrena, Henry's son, Rea, 55, and a staff of about 30 when business is good, the brothers turn out Coronas and Queens, Lilies, Blunts and Epicures in their single-story factory of grey stone in Gilead Place, a winding lane off King Street East on the fringe of downtown Toronto.

**REJECTED MACHINES**  
Twenty years ago they considered introducing machines in company with most other cigar makers, who began modernizing following the First World War. They rejected the idea, fearing it would put them into the rat

race they wanted to avoid. More important, machines might reduce the quality of their product.

Rea Hermanos are fighting a rear-guard action against mechanization. Lano says that the Reas, along with the slightly smaller Toronto firm of Joseph A. Lopez, are "the only really

and truly 100 per cent" hand-made Havana cigar companies left in North America. Some companies still put the final wrapper leaves on their best cigars by hand, but the filler and binder leaves are put together in moulds.

Fifty years ago, when Canada's population was about 7,000,000, Canadians smoked 313,000,000 cigars a year — more than 12,000,000 of them imported from Cuba and the rest hand-rolled or partly hand-made in hardwood moulds.

Today, with the population at 18,000,000, eight Canadian manufacturers produce about 327,000,000 machine-made cigars. The Reas and Lopez hand-make about 1,500,000 Havanas.

Along with the general contraction of the cigar market in relation to the population, the Reas have been pressed by accumulating problems involving price, labor and supplies. Their cheapest product, the

cutler's centre. Annual production of the cutlery and fatware industry of Sheffield, England, averages \$228,000,000.

Residents near the Clam Bay fire said it appeared to be under control by late Wednesday afternoon despite a strong wind.

Mr. and Mrs. Leo Chaisson and family returned to Toronto after spending their holidays at the home of Mr. and Mrs. Peter F. Gallant. Miss Helen Kennedy, Waterford, was a recent guest of Althea Corcoran. Mrs. Angeline Blanchard and son Alban, returned to their home in Piusville after spending the winter months with relatives in Montreal.

Several small fires burning in various other parts of the province were reported under control.

The department stated the fire at the home of Mr. and Mrs. Peter F. Gallant, Waterford, was a recent guest of Althea Corcoran. Mrs. Angeline Blanchard and son Alban, returned to their home in Piusville after spending the winter months with relatives in Montreal.

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elder Epicure, sells in the cigar shops at two for 50 cents. The most popular, the Infanter Queen, is 35 cents and the Churchillian Fancy Tales, at most seven inches long, is 50 cents.

The modern cigar machine can spew out blends of domestic leaf and Havana scrap at the rate of 500 or 700 cigars an hour. Joe Juarez, a Rea craftsman who began making cigars in Montreal 43 years ago, would take three working days to produce as many hand-rolled cigars.

It's almost impossible to find careful experts like Joe Juarez any more and it's troublesome recruiting suitable apprentices. Women—the Reas employ three—have proven adept at the job. But Lano, a bachelor, complains that once he becomes skilled they leave for marriage.

The rewards are not great for the expert who learns to shape six or eight leaves into a corona by feel alone. Paid on a piece-work basis, wages average about \$80 a week. An expert can earn \$100 a week if he wants to shut out the day-long conversation and stay at his desk when others break off for a game of dominoes.

The Havana purists faced new difficulties after the Cuban tobacco industry was nationalized under Fidel Castro's regime. Fred Rea returned in March from Cuba, where he "established contact" with new officials dealing with exports. Fred explained the Rea requirements in aged filler leaf and the silk-like claro wrapper leaf.

Forest Fires Flare In N.S.  
HALIFAX (CP) — Two new forest fires erupted in eastern Nova Scotia Wednesday. As a warm sun increased the hazard created by tinder-dry woodlands.

Piusville  
Leonard Barnett and Allan Hardy furnished the music for the weekly dance held in Piusville Hall on Saturday night.

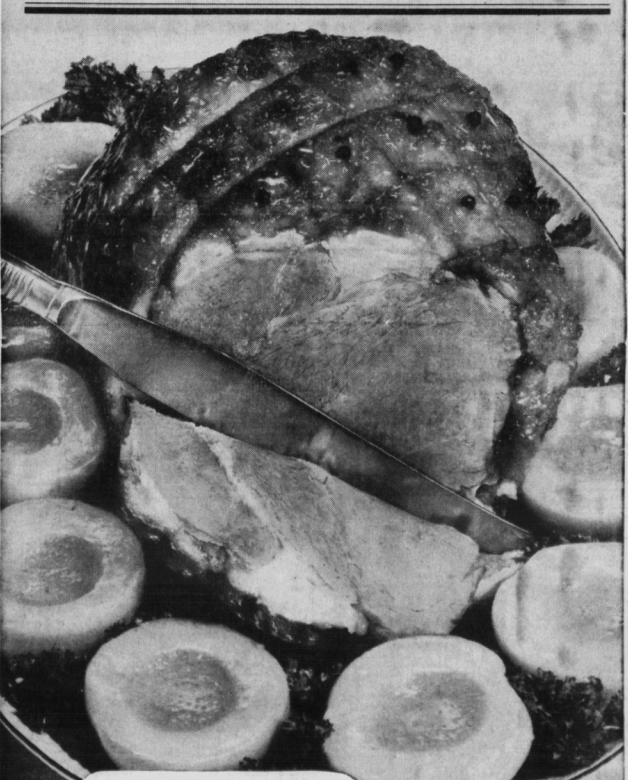
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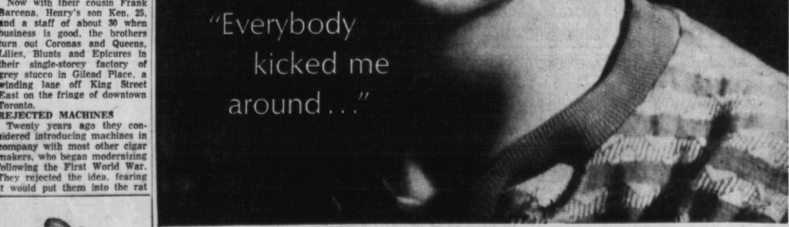
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