

by accident. The truth is that R.J. Reynolds is marketing its deadly product to children.

In preparation for its rule designed to decrease teenage smoking, the Food and Drug Administration collected documents that show that R.J. Reynolds targeted what it calls presmokers, identified as children as young as 14. A 1993 R.J. Reynolds document boasted that 86 percent of children age 10 to 17 recognize the image of Joe Camel and 95 percent of them knew Joe Camel sold cigarettes.

The most telling statistic is that since Joe Camel was introduced, Camel's share of the youth cigarette market has jumped from 3 percent to as high as 16 percent. Despite this criticism, R.J. Reynolds recently decided to engage in even more egregious behavior. It is now targeting kids based not only on age but race as well.

Mr. President, despite the rising rates of teenage smoking overall, African-American children have bucked the trend. How has the tobacco industry responded? It seems that R.J. Reynolds has decided that since its current marketing tactics are not working, it ought to target specific groups of children, particularly African-American children. Not only have they targeted those children, but it is promoting a line of camels even more deadly than its standard cigarettes.

Recently, R.J. Reynolds introduced a product called Camel Menthols. Menthols are a particularly dangerous type of cigarette. The menthol cools the smoke so that it can be ingested deeper into the lungs. Unfortunately, menthols are very popular in the African-American adult community. Critics are now charging that this line of Camel Menthols is designed specifically to appeal to African-American teens. In fact, it has been shown that R.J. Reynolds has revamped the Joe Camel image for Camel Menthols ads to make the character more appealing to African-American teenagers.

I consider R.J. Reynolds' corporate behavior inappropriate, and I hope that the FTC will take steps to end this advertising aimed at our kids, or any advertising aimed at our kids, because no parent, no guardian in good conscience could say to a child, "Listen, here's some lead, here's some benzene, here's some arsenic, here's some chromium. If you feel like having a little bit of it, take it." Your conscience would never permit it, and the law would probably incarcerate you for endangering the health of a child. But here we have this advertising of a product that carries all of these elements in them.

I have asked in this bill that was introduced yesterday to make sure all 43 carcinogens that are used in tobacco products are clearly identified and that people are conscious of the fact that smoking may taste good, but once they try it, they live with it for as short a period as their life will be.

#### THE LIFE OF TIM HAGAN

Mr. BOND. Mr. President, today in my hometown of Mexico, MO, a very dear lifelong friend, Tim Hagan, will be buried. Lowell Lambert "Tim" Hagan, III, owner of Hagan Clothing Co., died Sunday after a long battle with cancer, and will be sadly missed by his family and all of us who were privileged to be counted among his friends.

Tim was a tremendous businessman and community leader. Born and raised in Mexico, MO, Tim developed a lifelong reputation as "doer". He successfully ran the family clothing business, and was involved in numerous community organizations, including the Rotary Club, the Mexico Chamber of Commerce, and the Mexico Country Club. Out of compassion for those less fortunate, he was the former president of the Audrain County Cerebral Palsy Society, and for 6 years was chairman of the Missouri National Multiple Sclerosis Hope Chest Campaign.

Because of his understanding of the daily challenges small business owners face, Tim was chosen to be part of the Missouri delegation for the White House Conference on Small Business in 1995. That conference was one of the most successful in history, in that some of the ideas generated by Tim and others to create small business jobs and opportunities have been acted on by Congress and many others are now being discussed.

Tim also felt that the education of our children and youth was particularly important to securing a good future, and was instrumental in bringing the Technical College to Mexico. That contribution will benefit the youth of Audrain County for years to come. His presence and spirit in the community will also continue to be felt for many years in that his own son, John, will continue to run the fourth generation family business.

Tim shared with his friends a love of his Irish ancestry, though his love was more frequently and forcefully expressed as a lifelong Democrat. Even in the last days of his illness, he and I engaged in many spirited, but good natured political debates.

Our culture is quick to glorify the here and now, the "flash in the pan" celebrities, the "cause" of the day. By that measure, Tim Hagan stood apart. While he was known in the community as a "feisty Irishman" with unfailing energy, he was also a builder. He spent his entire life making life better for his family, his employees, his church, and his community. His love for others knew no racial or social boundaries. We will miss him terribly.

I ask unanimous consent that an editorial by Joe A. May in yesterday's Mexico Ledger be printed in the RECORD.

There being no objection, the material was ordered to be printed in the RECORD, as follows:

[From the Mexico Ledger, Apr. 8, 1997]

#### MEMORIES OF A COURAGEOUS MAN

One measure of a man's life is how much he's missed once he is gone. The death of

Tim Hagan Sunday has left a void in this community as immense as the spirit with which he moved through this world.

Tim excelled as a husband, father and businessman, but somehow that was expected. Those who had the pleasure of his acquaintance knew he was incapable of offering anything less than the best.

Through his work and volunteerism Tim touched many lives and those of us who knew him will always treasure our favorite memories.

Some may remember the third-generation clothier's innate touch of class.

Some will remember the Mexico native's dedication to civic projects that have improved our city.

Some will remember the gregarious Irishman and his unflagging enthusiasm for the sports teams of his alma mater, Notre Dame.

Some will remember the dedicated golfer and his exploits on the greens or his stories of the game that time and blarney could always improve.

As for me, I will remember Tim's friendship, his humor, his generosity, his gift for lightening the burdens of others.

But all of us can share the memory of Tim's determination. He had battled cancer since 1990. The faith, conviction and love for family he demonstrated during that fight should serve as an inspiration. Even on the most trying of days, his attitude remained positive, his smile present.

His courage to the end provided the best testimony to the man, his spirit and the life he spent among us.

He died as he lived—a feisty Irishman.

Goodbye, my friend. I will miss you.

#### RETIREMENT OF DR. JOHN B. BEGLEY

Mr. FORD. Mr. President, I come to the Senate floor today to pay tribute to a man who simply could not have worked any harder on behalf of the Kentucky college he has represented for the past 20 years.

A native of Harrodsburg, KY, Dr. John Begley returned to Kentucky in 1977 as head of Lindsey Wilson College in Columbia. It's hard to believe that the school John leaves today is the same one he came to 20 years ago.

Back then, Lindsey was just another struggling junior college. Today, it's the fastest growing liberal arts college in Kentucky. Back then, enrollment hovered around 222 students. Today, 1,372 students look to Lindsey for the tools to shape their futures. Back then, the school operated on a \$600,000 a year budget and took in no more than \$50,000 a year in donations. Today, Lindsey has a \$14 million budget, pulls in \$1.3 million annually in donations and raised \$18 million in a 5-year capital campaign.

But perhaps most remarkable is that under John's leadership, the college has in no way sacrificed quality. Instead, they have strived for, and by all accounts achieved excellence.

In addition to 15 baccalaureate majors, the college instituted a masters in counseling and human development. Within just 2 years, the accrediting arm of the American Counseling Association ranked the masters program as one of the top 12 counseling programs in the Nation.