

“Figures don’t lie. And they tell me that our bar area is busier since we went 100% smokefree.”

KEN AND MELISSA APPLGATE, OWNERS  
Jack’s Gourmet Restaurant, Columbia, Missouri



“We had a fire three years ago and when we re-opened, the place smelled so good and looked so clean we decided to keep the dining room and bar smokefree,” says Ken Applegate. “Results? Bar business is up, dining business is steady, banquet business is up.”

“We’ve made the kind of place people come for their anniversary. They’ll skip a smoke for a good meal. But the bar is different and we wondered what would happen.

“It turns out we lost some regulars. But now the bar is full of couples who bring their kids with them and have a meal at the bar as well as a drink or two. They would never have come in at all before.

“So economically, we’re doing just fine. And the staff likes it, too, especially the bar staff. They don’t have the wheezes they used to have. We know ventilation systems can never make secondhand smoke safe to breathe.

“In fact, very few people, smokers included, will pay money to breathe other people’s smoke. We’re perfectly content to please everybody else.”

Get the facts at [TobaccoScam.ucsf.edu](http://TobaccoScam.ucsf.edu)



**TOBACCO** Big  
**Scam** Tobacco  
is lying.  
Again.

TobaccoScam is a project of Stanton Glantz, PhD, of the University of California School of Medicine, San Francisco, CA 94143-1390.

James Salzano

PMC® [www.PublicMediaCenter.org](http://www.PublicMediaCenter.org)