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## Transcript

DATE October 23, 1997  
TIME 12:00-1:00 PM (ET)  
STATION WWJ-AM Radio  
LOCATION Detroit  
PROGRAM WWJ Newswatch

Dave Ross reporting:

Secondhand smoke ... conquered. This is Dave Ross on the CBS Radio Network. Philip Morris has developed a new cigarette lighter unlike any you've ever seen. The cigarette lighter will actually capture and eliminate most secondhand smoke. It's called 'The Accord' system, and the key is the cigarette burns only when puffed.

Now listen to this. This is how it works. You insert 'The Accord' cigarette into the electronic puff-activated lighter, which is about four and a half inches long and an inch and a half wide ... no need to light it. You then puff. As you draw on the cigarette, a sensor sends a message to a microchip which lights the cigarette for the duration of the puff. Then, a miniature catalytic converter takes the residue- hey, it's right there in the New York Times. A miniature catalytic converter takes the residue and burns it off like a self-cleaning oven, all in a box the size of a pager.

Now this sounds great. A tribute to American ingenuity. The thing I don't get is that just the other day, I read that it's going to take fifteen years to reduce greenhouse gases, right? (It) can't be done sooner ... too difficult. But here, a company just spent two hundred million dollars to develop a catalytic converter for a cigarette, which we know no one will use because it'll look like you're sucking on your pager. So, here's an idea. Why don't you make one that you can slap on a smokestack, you know. Or, better yet, how about one that you can slap on the tailpipe of a diesel bus. Now, I'd buy that. You're stuck behind a bus in traffic, get out of the car, slap the thing on and you can breathe again.

Now this.

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