

October 14, 2011**Now You Can Roll Your Own**

New Press Now (St. Joseph, Missouri)

By Jennifer Hall

October 12, 2011

There are roughly 800 stores in the country that cater to smokers, particularly those looking for a finer product.

T.J. Morris and Ron Bunse opened Real Deal Tobacco Co. at 2314 N. Belt Highway last month.

“The thought behind it is that there’s pure tobacco,” Mr. Morris said.

Customers come in, select their flavor, select their papers and roll their own product. In just 10 minutes, you can make your own carton of cigarettes — and for almost half the cost of a carton purchased at other stores.

Because customers are making their own, there is no additional sales tax. Mr. Morris said no chemicals, no additives and no fire-safe paper are a few other benefits.

While the St. Joseph man isn’t claiming that smoking cigarettes is healthy, it does give smokers an option. “It’s better quality and it’s cheaper,” he said. “It’s work, but you make them and package them yourself.”

At Real Deal, customers can match any brand or have about 70 different combinations to try. The store also offers ashtrays, packaging and other tobacco paraphernalia in a relaxing environment.

Mr. Morris and Mr. Bunse are planning to open a second store on King Hill Avenue. The men have already selected a building and are working to get it open as soon as they can.

The North Belt Highway location is open from 9 a.m. to 7 p.m. Monday through Thursday and 9 a.m. to 9 p.m. on Friday and Saturday. For more information, call 279-7325.

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