LIMITED OFFERING

RARE, VINTAGE KING SIZE KENT MICRONITE FILTER CIGARETTE DISPLAY, (with CROCIDOLITE ASBESTOS in filter).

Offered for bid is a single, rare, vintage King Size Kent Micronite Filter (with Crocidolite Asbestos) cigarette display.

A little piece of history.

In the past, cigarette companies responded to negative press (e.g.- the "cancer scare") regarding links to cancer from cigarette smoking by trying to convince customers that smoking tobacco could be safer by means of adding filters to cigarettes. Consequently, cigarette sales increased to record levels during the "Filter Revolution" as smokers rationalized their habits with these "safer" filtered products. One such product that was popularized was the *Kent Micronite Filter*.

In 1952, P. Lorillard introduced the cigarette brand "*Kent*" (named after Lorillard's then president, Herbert A. Kent) with its trademarked "*Micronite*" filter. In several early advertising campaigns, Lorillard marketed the original *Kent* cigarettes with the "*exclusive Micronite filter*" as: "scientifically safe"; offering "the greatest health protection"; "more scientists and educators smoke Kent..."; and numerous other "beneficial" health claims. Guarded as a trade secret, it wouldn't be until years later that the composition of the original Micronite filter became more readily known; it contained asbestos.

Specifically, from 1952 to 1956/1957, the P. Lorillard Company manufactured the original *Micronite* filter for its *Kent* brand cigarettes with approximately 15% to 25%+ Crocidolite asbestos. Crocidolite, a fibrous-crystal variety of the naturally occurring amphibole mineral ***riebeckite***, is one of the 6 asbestiform minerals *currently* regulated by the US government as "asbestos". Crocidolite is rather peculiar in a variety of ways, but most notably for its rather distinctive bluish-grey color, its asbestiform crystal habit, and its regard by many experts as the most hazardous of the 6 regulated asbestiform minerals. Crocidolite inhalation exposure is well documented worldwide and is firmly correlated in its relation to lung disease, lung cancer, and mesothelioma in humans.

Further, a research study found that a single original *Micronite* filter could contain as much as 10-mg of Crocidolite and that a smoker could release an average of 170,000 Crocidolite fibers/structures from only 2 inhalations of one original *Micronite* filter. Consequently, a smoker of the original *Kent Micronite* cigarettes not only inhaled carcinogenic tobacco smoke, but also puffed potentially dangerous amounts of carcinogenic Crocidolite dust. To compound this issue, it was reported that smokers of the original *Kent Micronite* filters had to draw extra hard through the dense, bluish filter to get a satisfactory taste, which likely resulted in higher Crocidolite dust inhalation than research might suggest.

Add to this, countless studies and real-life cases have also shown that people breathing asbestos fibers and cigarette smoke together run a much greater risk of lung cancer than those exposed to one of these hazards alone; the risks are not additive but multiplicative, on the average order of 10x, 50x or more. Needless to say, although

created to "protect health", the original *Kent Micronite* filter instead may have had much more serious detrimental (if not lethal) consequences to the health of its once unsuspecting users.

Why did Lorillard use asbestos at all? Lorillard researchers originally identified Crocidolite as a superior filter media from a declassified technical report from the Atomic Energy Commission (AEC). The AEC report described an aerosol filter with Crocidolite that was used to remove radioactive particles with high efficiency at AEC facilities. Consequently, as other cigarette manufacturers competed to bring various filtered products to market, Crocidolite appeared to be the ideal candidate for Lorillard's new *Kent* brand with the "*Micronite*" filter.

However, in 1956/57, for a combination of factors, Lorillard redesigned the composition of its *Micronite* filter similar to modern cigarette filters that incorporate cellulose-acetate fibers and removed the Crocidolite asbestos. In keeping with the original *Kent* filter's image, the early **non-asbestos** acetate-*Micronite* filter media was tinted light bluish-grey and was promoted as the *Kent* "*new exclusive Micronite filter*" and with other later subtle labeling changes. Some research indicates that Lorillard may have changed the original *Micronite* filter's formula to cut costs, since the original version was relatively expensive and *Kent* was handicapped by its premium price. It is also reported that Lorillard may have changed the *Kent Micronite* filter design to improve the cigarette's taste, as the original *Micronite* filter was perhaps *too effective* and was too dense to suit most smokers' tastes. But, some believe Lorillard may have grown increasingly nervous about mounting asbestos health concerns in the 1950's and quietly removed the asbestos from its product.

An intriguing piece of history.

And now you could own a little piece of history: the world's only known "asbestos cigarette", the original *Kent Micronite* filter ***on display***.

About the display: (please see photos)

The original *Kent Micronite* filter is fully visible and securely mounted inside a durable, sealed, clear acrylic display. The attractive display has small, slip-resistant rubber pads on the bottom and is just the right size to showcase on tabletop, shelf, countertop or other presentation. The *Kent Micronite* filter cig has the original labeling: "MICRONITE FILTER" and the *Kent* logo printed directly on it; and is in overall good condition. The *Micronite* filter exhibits its distinctive bluish-grey coloration and crimped crepe paper media. Some of the filter's fibers have been slightly teased to demonstrate the crocidolite's fibrous and coloration qualities. An indistinguishable dab of a clear, thin adhesive was applied to the tobacco end to seal it in place. Affixed within the display, it is labeled: "**1955 Original Kent Micronite Filter Cigarette**"; "**25% Crocidolite Asbestos** (filter)". The dimension of the display measures approx. 6.25" L x 3" W x 2.5" H.

Collectors:

Don't be fooled or left guessing about the authenticity of *Micronite* filter offers by misleading "asbestos *Micronite* filter" claims or by subsequent marketing revisions, such as subtle variations in the package labeling (i.e.- "***new*** *exclusive Micronite filter*" or "***with the famous*** *Micronite filter*" or "*Micronite II*"; or, no 1"-wide DeWitt-Clinton tax stamp, etc.). This is a genuine original *Kent Micronite* filter and guaranteed authentic.

If you already have a pack of original *Kent Micronite* filters in your collection, this is an opportunity to ***see*** on display what is actually inside the pack without compromising the integrity or the value of the pack (some unopened packs of original *Kent Micronite* filters are valued at a few hundred dollars to a thousand dollars or more, depending upon their condition). But, why collect them if you can't actually see the intriguing "infamous" *Micronite* filters inside?

Dear Dr. Alan Blum: May 6, 2006

Thank you for your purchase of the "Original Kent Micronite Cigarette Filter Display"; it is a truly unique display that showcases this historically significant tobacco/asbestos-related artifact and serves as a ***real*** example of "*yesteryear's naiveté*" regarding corporate tobacco marketing and asbestos usage.

As proposed in our prior correspondence, also included in the display materials are additional components that offer supplemental demonstrable items related to the original Kent Micronite Cigarette Filter. These additional display materials comprise of:

- A "dissected" second original Kent Micronite Cigarette Filter "mini" display.
- A mounted & labeled, rare Crocidolite mineral specimen.
- And, a containerized "semi-processed" Crocidolite asbestos display.

As suggested previously, these additional display items are intended to enhance the display's overall educational/visual value by demonstrating actual Crocidolite asbestos as it correlates to the original Kent Micronite Cigarette Filter. The rare Crocidolite mineral specimen is actually from the general location of the "Cape Blue" Crocidolite asbestos originally used in the Kent Micronite filters and the "semi-processed" Crocidolite further exemplifies the highly fibrous nature of Crocidolite asbestos. A second, "dissected" original Kent Micronite Cigarette Filter shows confirmatory detail of the filter's genuine composition, whereby the viewer's careful examination can reveal actual bluish Crocidolite fiber bundles mixed within the fibrous textile mat of the filter. As a combined effect of all displayed components, the onlooker is introduced to an asbestos-related exposure/hazard issue as well as the inherent dangers of tobacco smoke, as they relate to human health impact.

An interesting feature about the combined display is that it can be divided into "mini-displays" if desired, whereas each component can be exhibited on its own, all together, or other configuration. For example, the "intact" Kent Micronite Cigarette is mounted and individually labeled in its own attractive display (as it was presented in the original eBay auction description you had observed) and makes a great presentation by itself or together with the corresponding pieces inside the larger display case. Depending upon the space requirements afforded by a particular exhibit, the individual display components can be configured accordingly.

Of course, the best feature of the display materials is that upon presentation, they are ***enclosed*** within clear, durable, sealable containers which contribute to "safe" viewing of these potentially harmful substances. While it should be noted, that although the Kent Micronite Cigarette Filter and Crocidolite materials are securely affixed or encased within their respective containers, due care should be exercised when handling and transporting the display pieces.

Some basic information regarding the display components may be found as follows:

- The "intact" original Kent Micronite Cigarette Filter is described in the enclosed eBay auction description (included for your reference).

- The "dissected" original Kent Micronite Cigarette Filter component is also a 1955 original, king-size Kent Micronite Cigarette, except with its filter removed and opened to

demonstrate its contents. There are visible fiber bundles of Crocidolite, a fibrous textile mat, and crimped crepe paper layers displayed alongside the respective cigarette. Clear adhesive has been added to the crumbly tobacco to help prevent fragments from becoming dislodged. The display container for this piece has been shipped closed, but can be opened in the event that contents inside require any adjustment following the rigors of transport or other similar treatment. This container is a two-piece construction designed to be slid apart along the corners (see photos).

- Likewise, the lid of the small display container for the "intact" Kent Micronite Cigarette has also been shipped closed, but can be opened if necessary. However, it is strongly recommended to keep all display contents contained at all times. If cleaning or repair is necessary, these procedures should be performed by personnel properly trained to handle asbestos-containing materials (ACMs) and should be conducted within a negative-pressurized enclosure (i.e.- lab fume hood or similar, etc) equipped with HEPA filtration. Or, the damaged display item may be returned to me within 90 days after initial receipt for appropriate repair or replacement.

- The containerized Crocidolite fiber bundles are contained within a sealed container secured shut with a strong clear adhesive. The fibrous mineral material is reported to be collected from Kuruman, Northern Cape Province, South Africa.

- The mounted Crocidolite mineral specimen is attached to a small base for presentation purposes (so that it stands upright and is nicely presented within the large display container). A small label indicating the type of mineral is also attached to the base. An additional label indicating the collection locality is also included.

- The large display case measures approximately 5.5"H x 13"L x 5.5"D and has a visually appealing reflective base. The cover consists of durable, clear acrylic and seals nicely on its base. A small "Danger…Asbestos…" label is provided to display with this piece.

Thank you again for the opportunity to provide these display items for your exhibition and truth in tobacco-advertising campaign endeavors. I hope the Kent Micronite Filter and Crocidolite display materials meet with your satisfaction and help to increase public awareness of asbestos-related and tobacco/smoking health issues. Please contact me if I can be of further assistance with your efforts.

Respectfully,

Anthony G. Rich

*NOTE: Due to the nature of the items' contents (asbestos-containing materials: ACMs), it is recommended: that the Kent Micronite Filter materials, Crocidolite materials, and other contents remain enclosed/sealed to keep the contents contained, avoid handling the materials unless properly trained, and to research applicable laws governing proper treatment of ACMs. **Asbestos is a cancer and lung disease hazard; avoid breathing asbestos dust.** The buyer's acceptance of this item "as is" is agreement to accept full responsibility of the item's proper usage, including, but not limited to: handling, storage, controlled access, security, disposal, etc.; and, holds the seller absolutely harmless from any liability that may result from improper handling/misuse of the item(s). The value of the Kent Micronite item is in the collectible filter/display only, not in the tobacco itself (display is sealed). This item is not for sale in any retail outlet, and the display/filter's value exceeds the current retail price of this tobacco product in this sealed item. You must be 18 years or older to purchase and/or possess this item. Vintage tobacco in display is not intended for and is unfit for human consumption. This item is intended for collecting/educational purposes only.*

REFERENCE PHOTOS:

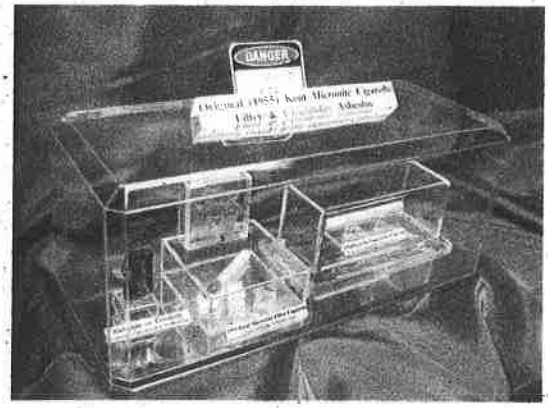
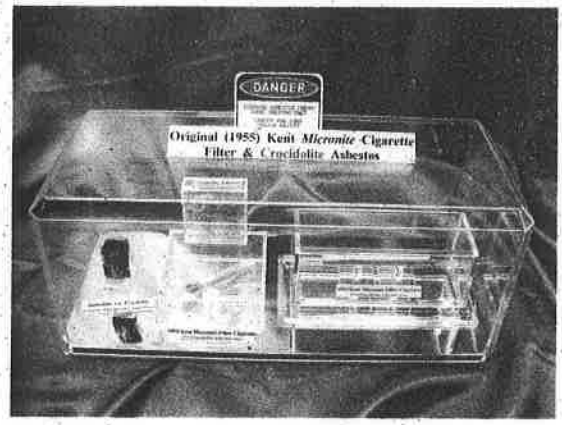


Photo depicting total display set and possible configuration of individual labels & pieces.



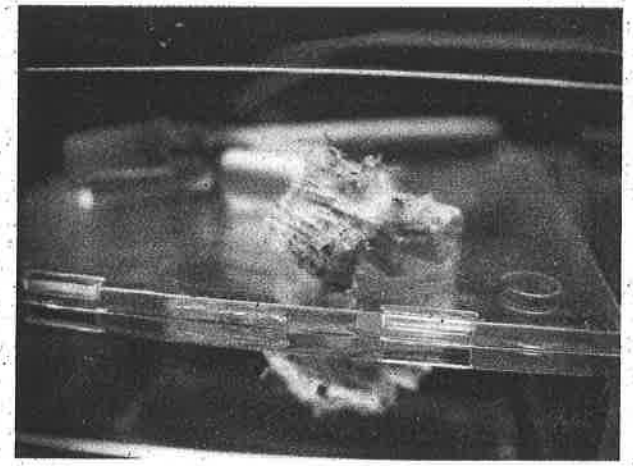
Additional view of front of display set.

Close-up view of "dissected" filter "mini"-display.

REFERENCE PHOTOS:

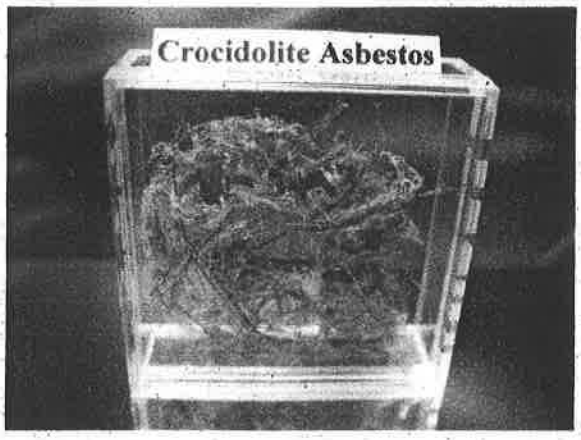
View of "intact" original Kent Micronite Cigarette/Filter display.

Slight angle view of the "intact" original Kent Micronite Cigarette/Filter display.



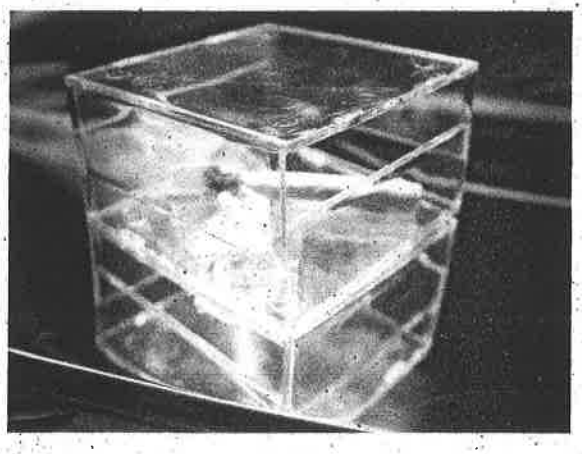
Close-up view of a "dissected" portion of the Micronite Filter.

REFERENCE PHOTOS:



View of containerized Crocidolite Asbestos.

View of Crocidolite mineral specimen.



View of the "dissected" filter container assembly.

So, if you're a curious observer or a serious collector (or both), this unique display of the original *Kent Micronite* filter is sure to stimulate conversation and serves as a ***real*** reminder of asbestos artifacts and the "...strange, but true..." (if not utterly regrettable) part of modern marketing history ("*yesteryear's naivite*").

"How do you know it's authentic?"

- The original *Micronite* filter being auctioned is from a King Size pack of *Kent* cigarettes with a 1-inch wide (not ¾"), series #125 DeWitt-Clinton tax stamp on it, which indicates the manufacture date of the *Micronite* filters to the year 1955. The *Kent* package has the following labeling: "KENT cigarettes"; "exclusive micronite filter"; "KING SIZE"; "Factory No. 11 Kentucky", etc.

- In addition to this, an original *Micronite* filter from the same pack was previously sent to a NVLAP accredited laboratory for polarized light microscopy analysis (an USEPA approved method for the identification of asbestos in bulk materials). The result of the analysis indicated that the filter media contains Crocidolite asbestos.

- And further, for those that are still curious. The original *Kent Micronite* filter has been documented in past reference sources and historical documentation as being comprised of crimped layers of crepe paper, a mat of textile fibers, and mixed with Crocidolite fibers that gave the filter a bluish tint. To test these properties, under specially controlled conditions, a additional *Micronite* filter was removed and examined for photo-documentation. Upon careful observation, the filter was confirmed to have compressed, layers of crimped paper; bluish-grey fiber bundles; and, other fibrous material interspersed within the crimped paper layers. The filter was then measured and sliced open. The actual filter itself measured approximately 11mm (or 7/16") in length, which seemed rather small compared to more conventional or modern cigarette filters. When the outer paper layer was removed, the crimped paper layers expanded and rolled apart to reveal a fibrous mat mixed with bluish-grey fiber-bundles of various lengths (Crocidolite). Interestingly, one Crocidolite fiber-bundle was found compacted inside the filter that measured almost 2cm (3/4") in length when fully extended. (see photo)

So there you have it: an "asbestos cigarette". Maybe you've heard about it, read about it, known about it, or even own it; here it is in an attractive display.

PLEASE NOTE:

1. The value of this auctioned item is in the collectible filter/display only, not in the tobacco itself. Display is sealed.
2. This item is not for sale in any retail outlet, and the display/filter's value exceeds the current retail price of this tobacco product in this sealed item.
3. You must be 18 years or older to bid on or purchase item in this auction. Age verification must be provided with payment.
4. Vintage tobacco in display is not intended for and is unfit for human consumption.
5. This item is intended for collectible/educational purposes only.

NOTE: *Due to the nature of the item's content it is recommended that the material remain sealed to keep the contents contained; this item will be shipped in general compliance with applicable USDOT regs. and will be properly labeled, packaged in sealed, double containers. Buyer should avoid handling the item's content unless properly trained and should research applicable laws governing proper treatment of the material.*