

THE UNIVERSITY OF  
**ALABAMA**

# “A New Cigarette Filter... *made of* *asbestos*”

Attorney Nathan Schachtman discusses asbestos and its bizarre use by the P. Lorillard Tobacco Company in the quest for a safer cigarette.

In 1952, using the popular new medium of television, the P. Lorillard Tobacco Company sponsored “scientific” demonstrations to show the efficacy and implied health benefits of its KENT Micronite filter. The campaign also featured advertisements in medical journals. Although the ads did not disclose the composition of “Micronite,” the material that Lorillard touted as “so safe, so effective it has been selected to help filter the air in hospital operating rooms” and that was used “to purify the air in atomic energy plants of microscopic impurities” was asbestos. This exhibition features a display of the KENT Micronite filter created in 2005 for the Center for the Study of Tobacco and Society by asbestos expert Anthony G. Rich.

Also, Dr. Alan Blum interviews attorney Nathan Schachtman, whose 35-year law practice has focused on the defense of product liability suits, with an

emphasis on the scientific aspects of exposures to toxic substances from products and environmental sources. He has also taught a course at the Columbia Law School on probability and statistics in the law.



KENT—and KENT alone—has the exclusive MICRONITE FILTER. It removes far more tars and nicotine than any other filter cigarette—king size or regular, old or new.

Smokers: Here's proof you can see...

# KENT

gives greater protection than any other cigarette

KENT—and only KENT—can show you this visual proof of greater protection—as important to at least 1 out of 3 smokers medical reports say is sensitive to tars and nicotine!



To show you conclusive proof of the greater effectiveness of KENT's Micronite Filter over other types of filter cigarettes—these special glasses, made with ultra-thin glass which smoke tar and nicotine, are set on a sheet of plain white paper.

Smoke from KENT is drawn into one glass, smoke from a common-type filter cigarette into the second, smoke from a common-type filter cigarette into the third. The smoke is drawn into the glasses just as it would enter your mouth.

When tar particles and nicotine have settled, see the stains left by nicotine in the residue of the other types of filter cigarettes—see, too, commonly a large stain. KENT... would prove that KENT does remove far more tars and nicotine!

Enjoy **KENT** with exclusive Micronite Filter

for the greatest protection you can get in any cigarette

"Kent" and "Micronite" registered trademarks of R.J. REYNOLDS



Your voice of wisdom says **SMOKE KENT**

Your voice of pleasure says **ENJOY KENT**

One carton of KENTs will convince you of two important facts. Smoke KENTs for just a few days and...



1. Give the real assurance you can get only with KENT's Micronite Filter. Not just one, two or three, KENT's filtering material is so efficient it is recommended by scientists where filter effectiveness is vital. No wonder KENT's Micronite Filter has been proved effective in test after test... the best filter you can buy.

2. Give yourself an honest chance to adjust to KENT's mild flavor. See how KENT stays fresh looking, cigarette after cigarette.

There is a difference in KENTs... buy a carton and see.

**KENT**  
and only Kent has the  
**MICRONITE FILTER**  
the filter that takes out even microscopic particles.



King Size or Regular  
... both same price

MARCH 25, 1955

# 3 smokers!

In two scenes on the left, television cameras are moving in to show one of the most amazing demonstrations ever seen.

And in the 1 out of every 3 smokers medical reports say is unusually sensitive to nicotine and tar... it is a personally vital demonstration.

For it shows why KENT—and KENT alone—offers them the health protection they seek. It proves that KENT's Micronite Filter removes far more nicotine and tar than any other filter cigarette.

In the two close-up pictures on this page, you see this proof just as millions of television viewers see it demonstrated by Jonathan Haidt, host of the weekly program, "The Way."

Here's visual proof that KENT's Micronite Filter—made of a material that has been used to purify air in atomic energy plants—offers far greater health protection than ordinary filters made only of cotton, cellulose or crepe paper. Here's proof of the greatest health protection in cigarette history!

**Should KENT be your cigarette?**

If you think you're a sensitive smoker... if you're bothered by the usual signs of smoking...

...by all means you should make KENT your smoke.

With your first KENT, you'll have the delightful experience of enjoying a cigarette without being bothered by harsh tars and nicotine.

After a carton, you'll find that KENT gives you the kind of satisfaction you've always expected from fine tobaccos.

And—no matter how much you smoke—no if you don't feel a whole lot better, too.



Two special glasses, made with tubes through which smoke can be drawn, are set on a sheet of plain white paper. Into one glass, four puffs of smoke from the new KENT are drawn... into the other, four puffs of smoke from another well-known filter cigarette, selected at random.



Just a few minutes later—when the nicotine and tar particles have settled—the glasses are tilted. Look at the dark, oily stains left by the cigarettes that came through the filter of the other cigarette. But notice there's hardly a trace from KENT's Micronite Filter!



**Kent** with exclusive  
**MICRONITE filter**



**Why do these stains mean so much to 1 out of every 3 smokers?**



The difference between stains is the difference between filters!



**Kent** with exclusive MICRONITE filter

**Now! New Kent with "Micronite" Filter**

First cigarette ever to give you of greatest health protection...with full smoking pleasure!
















Full smoking pleasure... plus proof of the greatest health protection ever.

**Kent** with exclusive MICRONITE filter

**You are about vital to 1 out of 3 smokers!**



**to see something 3 smokers!**

It was pictures on the left, television cameras were moving to show one of the most amazing demonstrations ever seen.

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Should KENT be your cigarette?

If you think you're a sensitive smoker... if you're bothered by the usual signs of smoking sensitivity... by all means you should make KENT your smoke.

With your first KENT, you'll have the delightful experience of enjoying a cigarette without being bothered by harsh tars and nicotine.

After a carton, you'll find that KENT gives you the kind of satisfaction you've always expected from fine tobacco.

And—no matter how much you smoke—see if you don't feel a whole lot better, too.

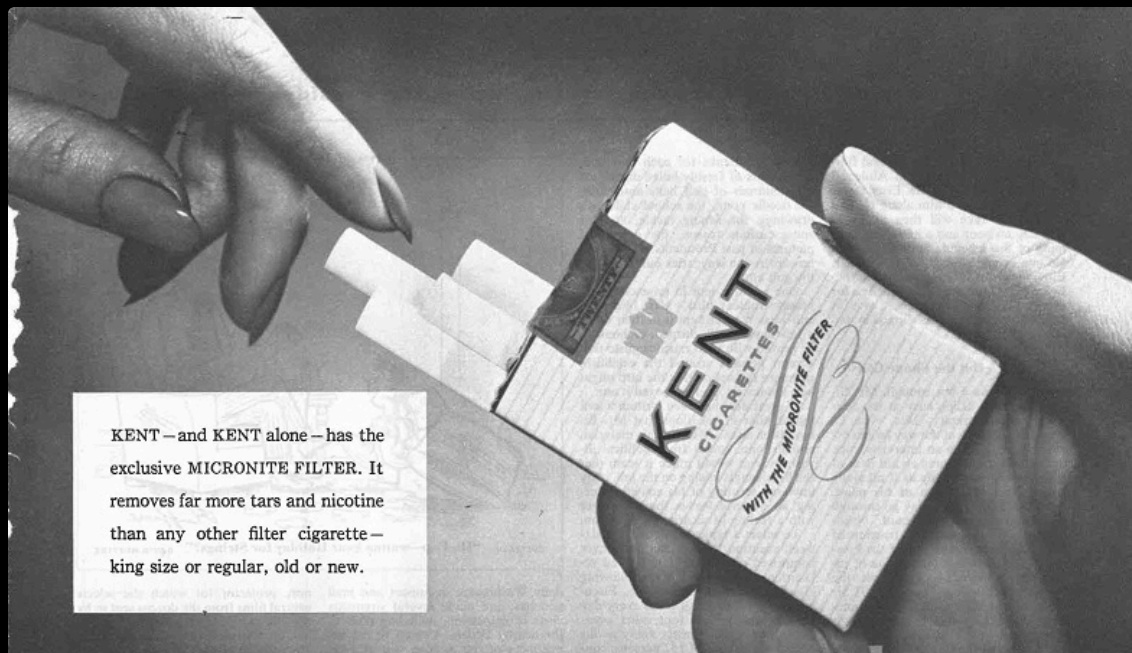



Two special glasses, made with tubes through which smoke can be drawn, are set on a sheet of plain white paper. From one glass, four puffs of smoke from the new KENT are drawn... into the other, four puffs of smoke from another well-known filter cigarette, selected at random.

Just a few minutes later—when the nicotine and tar particles have settled—the glasses are tilted. Look at the dark, oily stain left by the 6 cigarettes that came through the filter of the other cigarette. But notice there's hardly a trace from KENT's Micronite Filter!



**Kent** with exclusive MICRONITE filter



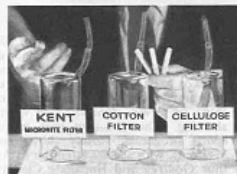
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To show you conclusive proof of the greater effectiveness of KENT's Micronite Filter over other types of filter cigarettes—three special glasses, made with tubes through which smoke can be drawn, are set on a sheet of plain white paper.



Smoke from KENT is drawn into one glass; smoke from a cotton-type filter cigarette into the second; smoke from a cellulose-type filter cigarette into the third. The smoke is drawn into the glasses just as it would enter your mouth.



When tar particles and nicotine have settled, see the stains left by irritants in the smoke of the other types of filter cigarettes—see, too—scarcely a trace from KENT... visual proof that KENT removes far more tars and nicotine!

Enjoy **KENT** with exclusive Micronite Filter

for the greatest protection you can get in any cigarette

"Kent" and "Micronite" are registered trademarks of P. Lorillard Company

Take a Puff and Smile



**“Take a puff and smile”**

Television commercial for P.

Lorillard Tobacco Company’s KENT cigarettes, featuring actor Dick Van Dyke

1965

Which of the Top Ten F...



**“Which of the top ten filter brands do you think you should smoke?”**

Television commercial for P.

Lorillard Company’s KENT cigarettes, featuring actor Dick Van Dyke

1965



*Today—as before—*

Only Kent offers this remarkable combination:

## FINEST NATURAL TOBACCOS

## FAMOUS MICRONITE FILTER

Millions of smokers have changed to Kent because of this combination. They discovered that this combination was the reason why Kent satisfies your appetite for a real good smoke.

First, finest natural tobaccos. Kent uses *only* the finest natural tobaccos—ripe, golden leaves—which, when shredded into tiny strands and carefully blended, produce a real tobacco taste.

Second, Kent's famous Micronite filter which contains a remarkable series of

flavor channels. The rich taste of natural tobaccos flows through with a free and easy draw. The Kent filter is not too long, not too short, not too tight—

smokers get every delicate shading of flavor of Kent's finest natural tobaccos.

Others may imitate, but none can duplicate the quality of Kent.



If you would like the booklet for your own use, "The Story of Kent," write to:  
P. Lorillard Company  
Research Department  
200 East 42nd Street  
New York 17, N. Y.

© 1960, P. Lorillard Co.

*Today—as before—for good smoking taste, it makes good sense to smoke Kent, because Kent satisfies your appetite for a real good smoke.*

A Product of P. Lorillard Company—First with the finest cigarettes—through Lorillard Research!

The American Medical Association voluntarily conducted in their own laboratory a series of independent tests of filters and filter cigarettes. As reported in the Journal of the American Medical Association, these tests proved that of all the filter cigarettes tested, one type was the most effective for removing tars and nicotine. This type filter is used by Kent...and only Kent!



**IMPORTANT** to every smoker who has ever been bothered by nicotine and tars are these findings of the laboratory of the American Medical Association.

Here you have authoritative confirmation that KENT's exclusive Micronite Filter is more effective for removing both nicotine and tars than any other type of filter cigarette tested.

And remember, KENT and only KENT has the

Micronite Filter, made of a pure, dust-free, completely harmless material that is not only so effective, but so safe that it actually is used to help filter the air in operating rooms of leading hospitals.

Yet with all its superior filtering efficiency, KENT's Micronite Filter gives you an easy draw...and the full, satisfying flavor of fine tobacco blended especially for filter smoking.

For the greatest protection of any filter cigarette

# KENT

with exclusive MICRONITE Filter

\*Kent and "Micronite" are registered trademarks of R. J. REYNOLDS COMPANY

75



Which  
of the top 10  
filter brands  
do you think  
you should  
smoke?

c 1963 P. Lorillard Co.

**Kent with the MICRONITE Filter offers smokers the best balance of filtration and mild, satisfying taste**

"Balance" is the key word. Because you can go too far in either direction. Lorillard Research developed the "Micronite" filter to do a good job in filtration. That stands to reason. But they never forgot the fact that real smoking pleasure calls for satisfying taste as well.

So, if you smoke a filter cigarette (or even if you don't), don't you think you should smoke Kent?

**FOR BOTH MILDNESS AND SATISFYING TASTE SMOKE KENT**

**KENT**

THE FINER THE FILTER, THE Milder THE TASTE

**"Famous Micronite Filter"**

Advertisement for P. Lorillard Tobacco Company's KENT cigarettes

*MD Magazine*

March, 1960

**“The American Medical Association voluntarily conducted in their own laboratory a series of independent tests of filters and filter cigarettes...”**

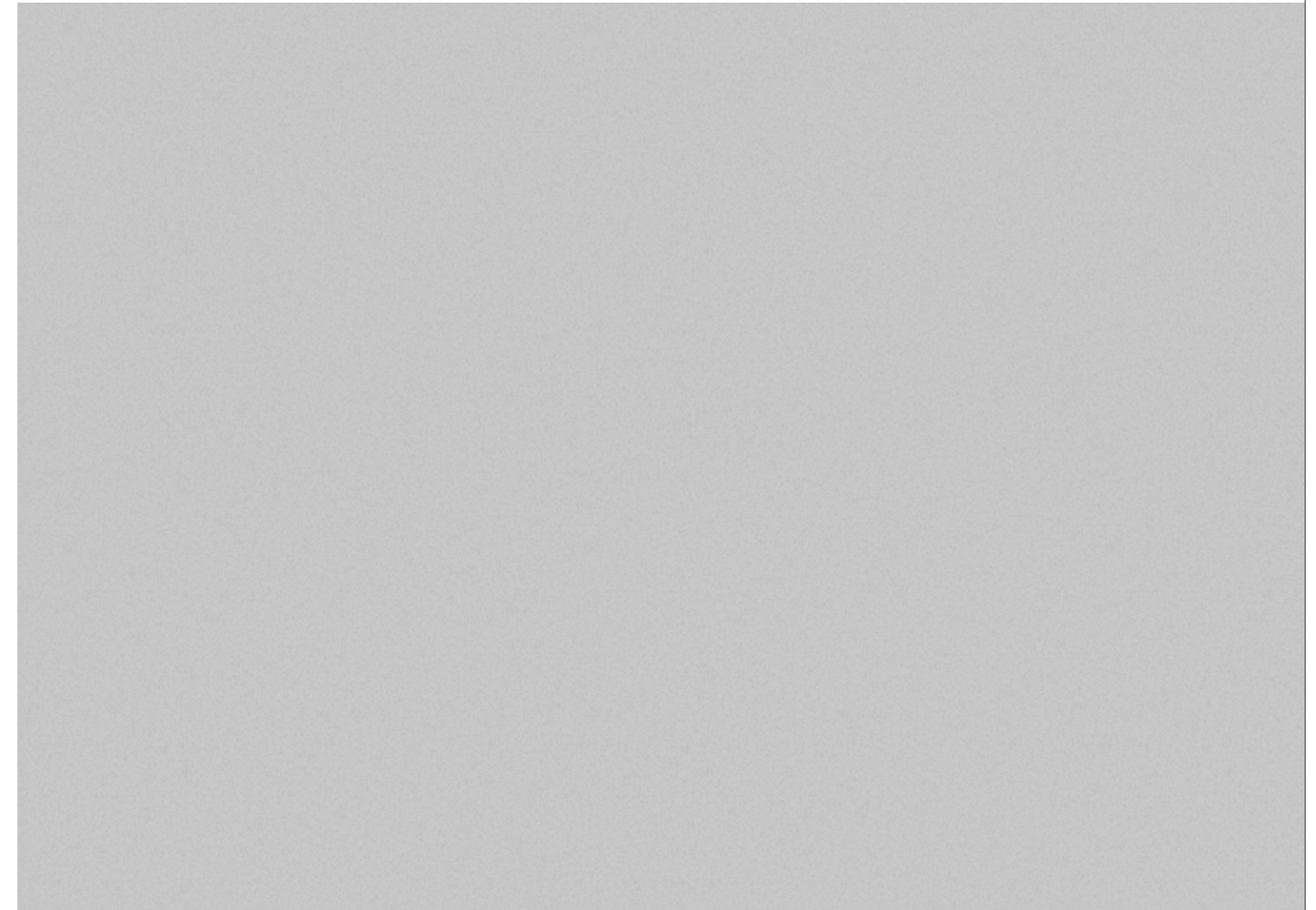
Magazine and newspaper (eg, *Newsday* [Long Island, New York])  
advertisement for P. Lorillard Tobacco Company’s KENT cigarettes

1954

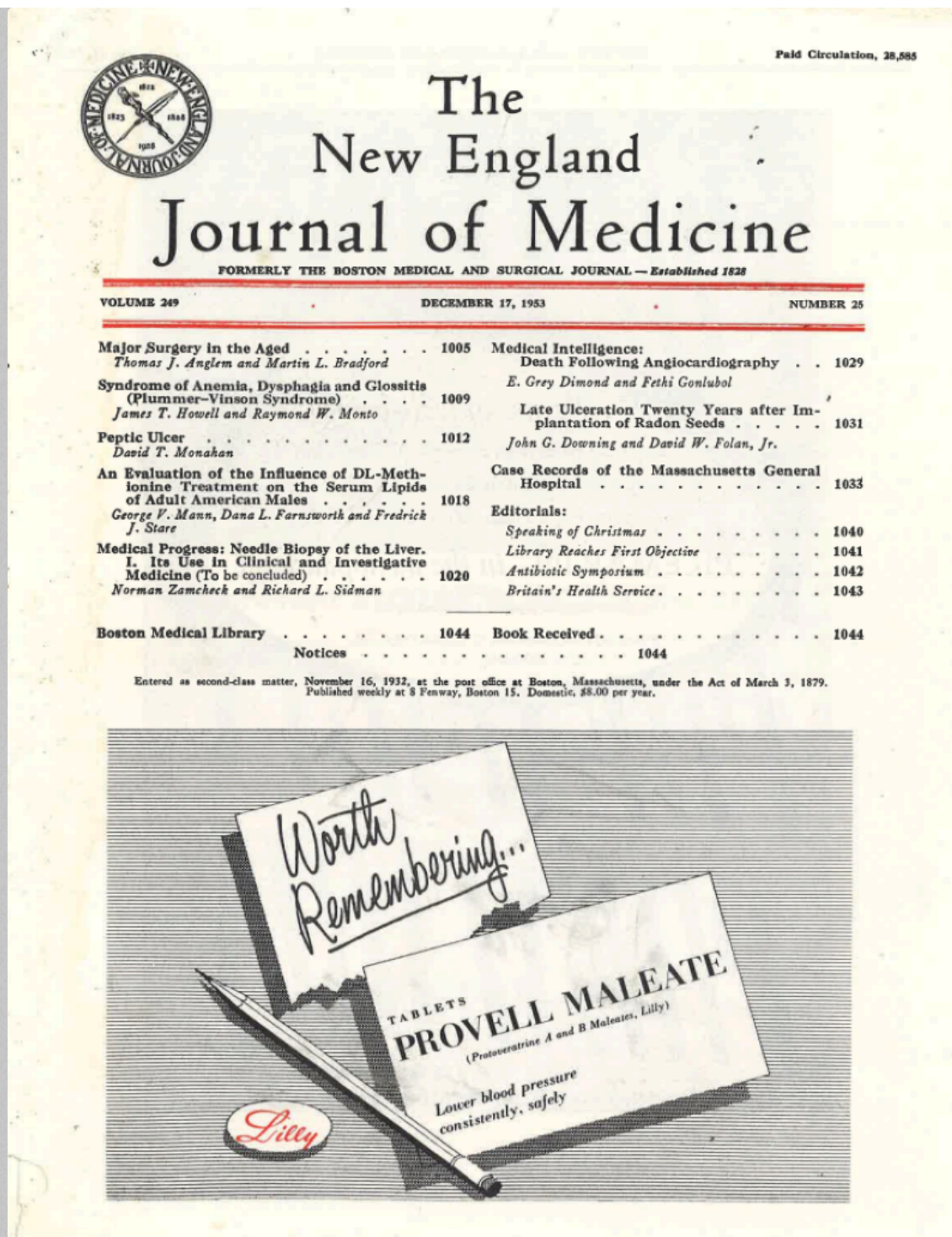
**“Which of the top 10 filter brands do you think *you* should smoke?”**

Magazine Advertisement for P. Lorillard Tobacco Company’s KENT cigarettes

1963







"Physiological test compares Kent's 'Micronite' Filter with other cigarette filters" (3 pages)

Cover with table of contents; Advertisement for P. Lorillard Tobacco Company's KENT cigarettes; Index to Advertisers  
 The New England Journal of Medicine

December 17, 1953

# Some questions about filter cigarettes that may have occurred to you, Doctor

and their answers by the makers of

# Kent

**Q:** What materials are used in cigarette filters?

**A:** Until just recently, cellulose, cotton or crepe paper were the only materials used in cigarette filters.

Now, after long search and countless experiments, KENT's "Micronite" Filter has been developed. It employs the same filtering material used in atomic energy plants to purify the air of minute radio-active particles.

**Q:** How effective are these cigarette filters?

**A:** Scientific measurements have proved that cellulose, cotton or crepe paper filters do not take out a really effective amount of nicotine and tars.

However, these same tests also have proved that KENT's exclusive Micronite Filter *approaches 7 times the efficiency of other filters in the removal of tars and nicotine* and is virtually twice as effective as the next most efficient cigarette filter.

**Q:** Do physiological reactions to filter cigarettes differ?

**A:** The drop in skin temperature occurring at the finger tip induced by filtered cigarette smoke was measured according to well-established procedures.

For conventional filter cigarettes, the drop was over 6 degrees. For KENT's Micronite Filter, there was no appreciable drop.

**Q:** Does an effective cigarette filter also remove the flavor?

**A:** KENT's Micronite Filter . . . the first cigarette filter that really works . . . lets smokers enjoy the full pleasure of a really fine cigarette, yet gives them the greatest protection ever from tars and nicotine.

In less than a year's time, the new KENT has become so popular it outsells brands that have been on the market for years.

takes out up to 7 times more  
nicotine and tars—

leaves in full, rich tobacco flavor.



"Some questions about filter cigarettes that may have occurred to you, Doctor...and their answers by the makers of Kent" (3 pages)

Advertisement for P. Lorillard Tobacco Company's KENT cigarettes; Cover;  
Index to Advertisers

The New England Journal of Medicine

September 17, 1953

## NOTICES (Concluded from page 870)

- 10:30-11:15 a.m. Lecture on Diabetes for Doctors and Patients by a Member of the Joslin Clinic. Joslin Auditorium, New England Deaconess Hospital.  
 12:00-1:00 p.m. Clinic conducted by Dr. Thannhauser. New England Center Hospital.  
 \*12:15-1:15 p.m. Clinicopathological Conference. Main Amphitheater, Peter Bent Brigham Hospital.  
 \*5:15 p.m. Staff Meeting. Hanna Hall, New England Deaconess Hospital.  
 7:00-9:00 p.m. Combined Anesthesia Residents' Training Program. Jimmy Fund Auditorium, Children's Medical Center 35 Binney Street.

## TUESDAY, DECEMBER 1

- 8:00-8:45 a.m. Case Presentations. Joslin Clinic. Joslin Auditorium, New England Deaconess Hospital.  
 \*9:00 a.m. Geriatrics Clinic. Peter Bent Brigham Hospital.  
 10:30-11:15 a.m. Lecture on Diabetes for Doctors and Patients by a Member of the Joslin Clinic. Joslin Auditorium, New England Deaconess Hospital.  
 \*12:00 p.m. Pediatric Grand Rounds. Cheever Amphitheater, Dowling Building, Boston City Hospital.  
 \*12:00 p.m.-1:00 p.m. Pediatric Rounds. Braham Memorial Hospital for Children, Massachusetts General Hospital.  
 \*12:15-1:15 p.m. X-ray Conference. Dr. Merrill Seaman. Main Amphitheater, Peter Bent Brigham Hospital.  
 \*12:30-1:30 p.m. Medical Journal Club. Cafeteria, New England Deaconess Hospital.  
 \*4:30-5:30 p.m. Anesthesia Teaching Conference. Stearns Auditorium, New England Deaconess Hospital.  
 \*5:00 p.m. Surgical Journal Review. Mount Auburn Hospital, Cambridge.  
 \*5:00-6:00 p.m. Service Meeting followed by Clinical Conference (Medical, Surgical, Obstetrics). Franklin Hospital.  
 7:00 p.m. Boston City Hospital. House Officers' Association. Advances in Field of Polio-myelitis Research. Dr. Thomas Weller. New Cheever Amphitheater, Dowling Building, Boston City Hospital.

## WEDNESDAY, DECEMBER 2

- \*8:00-8:45 a.m. Case Presentations. Joslin Clinic. Joslin Auditorium, New England Deaconess Hospital.  
 10:30-11:15 a.m. Lecture on Diabetes for Doctors and Patients by a Member of the Joslin Clinic. Joslin Auditorium, New England Deaconess Hospital.  
 \*12:00 p.m. Boston State Hospital Psychiatric Seminar. Reception Building Auditorium, 591 Morton Street, Dorchester.  
 \*12:00 p.m.-1:00 p.m. Medical Conference. (Children's Medical Center.) Jimmy Fund Building, 35 Binney Street.  
 \*12:30 p.m. Weekly Pathological Meeting. Joslin Auditorium, New England Deaconess Hospital.  
 12:30-1:30 p.m. Weekly Staff Review of Autopsies. Dr. William A. McKusick. Joslin Auditorium, New England Deaconess Hospital.  
 2:00-3:00 p.m. Pediatric Conference for Practitioners. (Children's Medical Center.) Jimmy Fund Building, 35 Binney Street.  
 \*3:00-5:00 p.m. New England Conference on Allergy and Related Subjects. Stearns Auditorium, New England Center Hospital.  
 \*4:00-5:30 p.m. Fracture Lecture. Boston City Hospital.  
 \*4:00-5:00 p.m. Overholt Thoracic Conference. Joslin Auditorium, New England Deaconess Hospital.  
 \*5:00-6:00 p.m. American Cancer Society Telecast. Gastric Ulcers. Children's Cancer Research Center, 35 Binney Street.  
 \*8:30 p.m. New England Conference on Allergy and Related Subjects. "Bacterial Allergy." Dr. Robert A. Cook, Harvard Club, 374 Commonwealth Avenue.

\*Open to the medical profession.

**Washingtonian Hospital**41-43 WALTHAM STREET, BOSTON, MASS.  
Incorporated 1859

Conditioned Reflex, Antabuse, Adrenal Cortex, Psychotherapy, Semi-Hospitalization for Rehabilitation of Male and Female Alcoholics  
 Treatment of Acute Intoxication and Alcoholic Psychoses Included

Outpatient Clinic and Social-Service Department for Male and Female Patients

JOSEPH THIMANN, M.D., Medical Director  
 Consultants in Medicine, Surgery and the Other Specialties  
 Telephone HA 6-1799

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"Index to Advertisers" listing "P. Lorillard Tobacco Co. (Kent Cigarettes)" (3 pages)

Advertisement for P. Lorillard Tobacco Company's KENT cigarettes ("How the greater efficacy of Kent's Micronite Filter is verified"); Cover

The New England Journal of Medicine

November 19, 1953



A case report entitled, “Asbestosis following brief exposure in cigarette filter manufacture,” published in *Respiration* in 1972 by two members of the Thoracic Services division at Boston University Medical School, described a 47-year old man who had been exposed to asbestos dust for nine months in 1953 while working in a factory that manufactured cigarette filters containing Cape Blue asbestos, also known as crocidolite asbestos.

### When “More doctors smoked Camels”: Cigarette advertising in the *Journal*

Even well into the twentieth century, cigarette smoking hadn't caught on among most people—and doctors too. But through mass advertising and over-the-top claims for the benefits of individual brands, the tobacco industry became firmly entrenched by the 1920s. The tobacco companies were the first to offer some special rights, of a sort, with almost such as “You a lucky girl,” “Show some my way,” and “Do you think?” (Stryker's story is “Smoking and the doctor”). To control the market, the industry quickly began to use its influence to get doctors to endorse its products. In 1924, the American Tobacco Company began a new advertising campaign for the nation's leading cigarette brand, Lucky Strike, by claiming that 11,105 physicians endorsed Luckies as “less irritating to sensitive or tender throats than any other cigarettes.” The reaction in the *New York State Journal of Medicine* was a swift denunciation from both a moral and a scientific standpoint by the Society's legal counsel, Lloyd Paul Stryker.

In this piece of advertising and publicity, we are accustomed to see portraits of dramatic critics, actors, and others smoking some particular brand of cigarette and conveying that there is nothing like it. The endusers, we understand, are not infrequently reassured.

The propriety of this course on the part of those who furnish their endorsements, whose such endusers are members of the laity, is a matter falling within their liberty of choice, and is properly governed by their own sense of ethics. While, however, non-therapeutic agents such as cigarettes are chosen, used as having the recommendation of the medical profession, the public is entitled to believe that some real scientific inquiry has been initiated, and that the endorsement is the result of examining and accurate inquiry as to the merits of the product.

Despite the frequent attacks upon the medical profession, we believe that the people of this country, like them as a whole, have a regard and wholesome faith in their physicians. All that tends to the building up and strengthening of the faith rebores to the benefit of the medical profession and of its individual members, and that which in any way tends to shake this faith and confidence works a detriment not only to the profession as a whole but to each individual practitioner. All that tends to strengthen the faith of the people in the belief that medical opinions are founded upon a sound scientific basis, should be fostered by the profession.

Although Stryker could find no canon of the principles of professional conduct of MDSN that such endorsements defensibly violated, he questioned whether or not such involvement by physicians, albeit in this instance most likely unintentional, tends “to advance the science and honor of medicine and to guard and uphold its high standard of honor.”

A few months later the *Journal* noted the praise by Address correspondence to Dr. Blum, Editor, *New York State Journal of Medicine*, 420 Lafayette Street, Lake Success, NY 11042.

California and Western Medicine (among other journals) for Stryker's commentary.

It is regrettable that any physician should have thoughtlessly lent their support to this advertising scheme. The profession that has industriously worked to protect the people from fraudulent claims of drug advertisers should be more alert and discerning.

In the same issue, the *Journal* published new Advertising Standards that declared, “The *Journal* will continue to select, to require proof, to reflect. And its advertising columns will prove increasingly valuable to the readers as a guide to reliability of firm and product.” A subsequent editorial announced that advertisements would be edited as if they were scientific articles or news items, to “guard against extravagant statements.”

In spite of these assurances, and in the absence of an announcement of a modification of these standards, the *Journal* published its first cigarette advertisement in 1933. For more than 20 years it was to accept more than 600 pages of cigarette advertisements from the six major tobacco companies. Although it is difficult to understand how the *Journal* permitted cigarette advertising, there is no mystery whatsoever as to why tobacco companies sought out medical journals in the words of an Irish proverb, “Truth may be good, but juxtaposition is better.” The tobacco companies were buying complicity.

#### FULL-BODIED

The first tobacco company to purchase advertising space in the *Journal* was Liggett & Myers. From October 1, 1933, to July 1, 1938, an advertisement for Chesterfield cigarettes appeared in alternating issues, usually on the premium-space back cover. Although some advertisements suggested Chesterfields were healthful (“Just as pure as the water you drink... and practically untouched by human hands”—Dec 1, 1933), most were composed of a romantic young couple, a double-ended cigarette (“They so lady”), and the distinctive Chesterfield logo. The following dialogue was printed below a scene of two lovers snuggled in a one-horse sleigh (Aug. 1, 1934):

Woman: “I thank you—I thank you ever so much—but I don't ever think about smoking a cigarette.”

Man: “Well, I understand, but they are so mild and taste so riding about on them.”

Perhaps because Lucky Strikes were America's top-selling and most widely advertised brand by the 1930s, the American Tobacco Company may not have wanted to court additional under medical skepticism concerning its various health-oriented slogans, including, “No throat irritation. No cough.” Only one advertisement for Lucky Strike appears to have been published in the *Journal*. Headlined, “A Quarter Century of Research Relating to a Light Smoke,” the advertisement discussed America's long-standing ef-

## The New York Times

THE NEW YORK TIMES NATIONAL SUNDAY, SEPTEMBER 3, 1995

### Former Smoker Wins \$2 Million In Lawsuit Over Cigarette Filter

SAN FRANCISCO, Sept. 2 (AP) —

A jury has awarded a former smoker \$2 million for the cancer he attributed not to tobacco but to asbestos in the filters of cigarettes he smoked in the 1960s.

The former smoker's suit circumvented a California law that bars lawsuits against manufacturers for tobacco-related illnesses. It could open a new line of attack against cigarette makers, lawyers and critics of the tobacco industry said, although they acknowledged that it must withstand challenges on appeal.

“If this one holds up, this is really a pioneering approach,” said Helen Jones, a spokeswoman for the American Cancer Society in San Francisco. “It's very encouraging.”

The Lorillard Tobacco Company, which was the defendant in the suit brought by Milton Horowitz of Los Angeles, will appeal, said a lawyer for the company, William Gilmeyer. Lorillard defended four previous lawsuits about the filters, he said.

In a statement, Lorillard said, “It is important to note that this is not a smoking and health case, nor one which will have any impact on the defense of smoking and health cases.”

The jury awarded Mr. Horowitz, a 70-year-old psychologist, \$1.3 million

in compensatory damages, which cover financial losses, pain and suffering. On Friday, the jury awarded him \$300,000 in punitive damages, which are meant to punish misconduct and deter wrongdoing by others.

The cancer society said it was only the second time that a tobacco company had lost a lawsuit over use of its products. A Federal judge threw out the verdict in the first case, filed in 1983 in New Jersey.

Mr. Horowitz alleged that Lorillard and Hollingsworth & Vose, a filter maker, exposed him to asbestos in the filters of Kent cigarettes, which he said he smoked from 1962 to 1963. Last year, he was diagnosed with mesothelioma, a type of cancer with a long latency period that is frequently caused by asbestos. He is weak and tired, but not bedridden.

Lorillard said it removed asbestos from its filters in 1960, but Ms. Jones said, “It's hard to be sure about that. The tobacco industry never tells you about the additives.”

A spokesman for Hollingsworth did not immediately return a call. Jurors thought the companies should have done more to test the safety of the filters, said the spokesman, Pete Villan. “We were trying to get the message out that what happened was wrong,” he said.

“When ‘More Doctors Smoked Camels’: Cigarette Advertising in the [New York State] *Journal* [of *Medicine*]” (6 pages)

Article by Alan Blum, MD and Jessica Rosenberg which discusses advertisements in 1954 in the *New York State Journal of Medicine* and the *Journal of the American Medical Association* for the KENT Micronite Filter. *New York State Journal of Medicine*

“Former Smoker Wins \$2 Million in Lawsuit Over Cigarette Filter”

Article by Associated Press *The New York Times*

September 1, 1995

December 1983



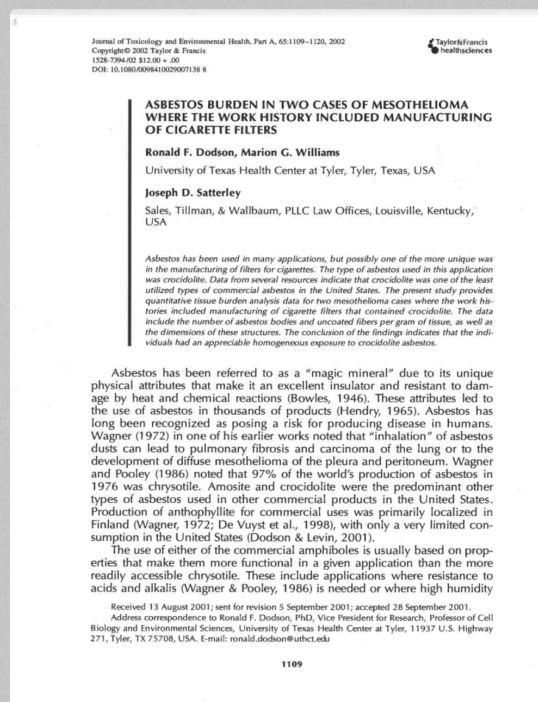
## "Asbestosis Following Brief Exposure in a Cigarette Filter Manufacture" (11 pages)

Article by Drs. Anne M. Goff and E. A. Gaensler

in *Respiration*

Volume 29, pages 83-93, 1972

*"This was a case report of asbestosis in a worker at an East Walpole, Massachusetts company, Hollingsworth & Vose Company, which manufactured the Micronite filter for P. Lorillard Tobacco Company's KENT cigarettes. The individual had had short duration exposure to crocidolite asbestos. This speaks to what must have been very heavy exposure at the factory plus the greater pathogenicity of crocidolite asbestos. Co-author Ed Gaensler*



## "Asbestos burden in two cases of mesothelioma where the work history included manufacturing of cigarette filters" (11 pages)

Article by Ronald F. Dodson, Marion G. Williams, and Joseph D. Satterley in the *Journal of Toxicology and Environmental Health*

2002;65:1109-1120

*was one of the smartest, most capable experts I've had the privilege to work with and learn from. Although trained as a surgeon, he could read chest x-rays and CT scans better than most radiologists or pulmonary physicians, and he also could report an epidemiologic study as well as, if not better than, most epidemiologists of that era. He was a remarkable physician and scientist."*

–Attorney Nathan Schachtman, whose 35-year law practice has focused on the defense of product liability suits, with an emphasis on the scientific aspects of exposures to toxic substances from products and environmental sources. He has also taught a course at the Columbia Law School on probability and statistics in the law.



# Big Tobacco on trial again in New York

The tobacco industry went on trial Monday, with a trust representing asbestos workers demanding billions of dollars in damages for a wave of death and disease allegedly caused by a combination of asbestos and cigarettes. The federal court trial in **Brooklyn, N.Y.**, expected to last two months, has become the latest battleground for Big Tobacco and those who say it conspired to conceal the dangers of smoking.

"Big Tobacco on trial again in New York"

Article in *The Atlanta Journal Constitution*

December 5, 2000



million Americans have already snatched up couch.

## Some Asbestos Grace

The asbestos lawsuit blob has grown so large that many companies have simply given up fighting it. Then there's W.R. Grace, which is on the verge of making legal history with a trial proceeding that could alter the federal asbestos bankruptcy landscape forever.

A building materials company, W.R. Grace was among the firms swept up in a second round of asbestos litigation in the late 1990s. Having chewed their way through asbestos manufacturers, trial lawyers went after companies that had only a marginal asbestos link. By blanketing these firms with an avalanche of claims they recruited, the tort bar pushed at least 30 of these second-tier players into bankruptcy.

Most companies then followed the usual asbestos bankruptcy script. They cut a deal with the plaintiffs attorneys, handing over a big sum to pay current and future claims. Federal bankruptcy judges happily went along, because most view their jobs as getting companies out of bankruptcy quickly and few want the hassle of investigating tens of thousands of individual asbestos claims.

Enter W.R. Grace, and its lead attorney, David Bernick, a veteran of the tobacco and breast-implant wars. Mr. Bernick has taken the unheard-of position that federal rules of evidence apply even in bankruptcy court. He has argued that the only way Judge Judith Fitzgerald can make a legitimate ruling on Grace's liability is for her to decide first how many claims have scientific merit. This is revolutionary stuff.

To her credit, Judge Fitzgerald has allowed Grace to investigate those claims, and present her with its results. The stakes are enormous. At the end of this process, Judge Fitzgerald will make a finding on W.R. Grace's ultimate liability. The plaintiffs claim it is as much as \$6 billion, a figure that would make Grace insolvent. The company claims the money necessary to cover *legitimate* claims is closer to \$500 million, a number that would allow it to rejoin the land of the living.

On the evidence so far, Grace's number is correct. The company entered Chapter 11 with some 120,000 pending claims. But Judge Fitzgerald allowed it to send a medical questionnaire to those plaintiffs, and to request proof of a claim. Some 35,000 didn't bother to finish that process.

The judge has also seen a videotape of the "doctors" who diagnosed many of the remaining 85,000 claims. These are some of the same characters from the recent silicosis

legal scam, and the court was treated to scenes of doctors recanting their diagnoses or invoking the "Fifth Amendment" to avoid answering questions. One doctor admitted that he charged \$35 for a negative X-ray reading, but \$70 for a positive one. A retired epidemiologist from the Centers for Disease Control testified there were no more

than 28,000 medically plausible cases of asbestosis in the U.S. male population between 1989 and 2001. Grace was hit with more than 200,000 claims over that period.

In another instance, a doctor presented a study involving 807 X-rays from Grace claimants. Doctors hired by the plaintiffs lawyers had found evidence of asbestosis in about 80% of those X-rays. In a double-blind study in which doctors didn't know the purpose of the work, they found evidence in only 7% of X-rays.

All of this underscores what has long been obvious: The vast majority of asbestos claims are bogus. The plaintiffs lawyers know it, which is why, instead of trying to defend these claims, they've fought every attempt by Grace to examine them. Now that they've lost that battle, they argue that because Grace settled such claims in the past, they should continue to pay them going forward.

That decision now rests with Judge Fitzgerald. Comparisons are being made to federal Judge Janis Jack, who several years ago blew up bogus silicosis claims. But unlike the recent silica fraud, some Grace plaintiffs do have asbestos-related disease. Judge Fitzgerald has to weed out the many false claims from the few legitimate ones, but she does have the tools to do it. The medical community long ago established diagnosis criteria that account for dosage, exposure, and work and medical histories. Plaintiffs lawyers have tried to keep these common-sense standards out of courtrooms, but they clearly belong in any court whose goal is just compensation.

If Judge Fitzgerald does discount most of these claims, it could mark the beginning of the end of the bankruptcy racket. Other judges will find it difficult to ignore the evidence and procedures here. As important, trial lawyers might be reluctant to push more companies (in asbestos or other mass torts) into bankruptcy court if they think false claims may be exposed.

This clean-up would obviously come too late for the dozens of companies that have already surrendered to asbestos trusts now run by the tort bar. But it's encouraging that courts are finally investigating sham asbestos claims. It's never too late for real justice.

### A potential landmark in the mass tort bankruptcy scam.



## “Some Asbestos Grace”

Editorial in *The Wall Street Journal*

March 8, 2008

# In a Twist, Asbestos Suit Targets College

By KRIS MAHER

PITTSBURGH—Peter Labosky Jr. had been retired for 12 years from his job as a professor of wood sciences at Penn State University when he was diagnosed in 2014 with mesothelioma. He died five months later.

Mr. Labosky's family alleges in a lawsuit filed in 2016 that the university negligently exposed him to asbestos dust after failing to clean it up in buildings where he taught. The case is working its way through state court in Pittsburgh.

The lawsuit is proceeding amid louder calls to clean up asbestos and halt its use nationally. It appears to be the first of its kind brought against a university, creating a new path for asbestos litigation, said legal experts. It could open the door to similar suits in Pennsylvania, and raise awareness about potential exposures at universities in other states.

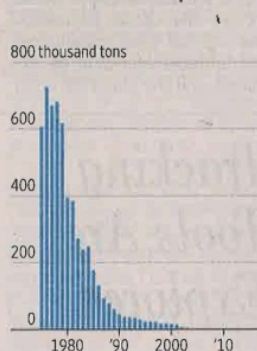
“This could raise a lot of concern by employers with regard to the facilities they provide to their workers which may contain asbestos products,” said Lester Brickman, an emeritus professor at Benjamin N. Cardozo School of Law in New York who has written extensively on asbestos litigation.

Penn State defends its handling of asbestos as proactive and careful, and doesn't comment on pending litigation, said Lisa Powers, a spokeswoman for the university.

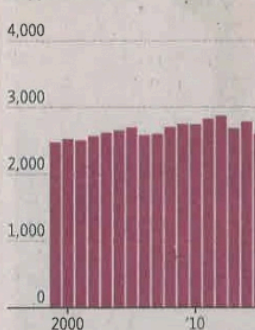
Asbestos was widely used

Asbestos, which can lead to mesothelioma, remains in many buildings today after being widely used from the 1940s to the 1980s.

U.S. asbestos use in products



U.S. deaths from malignant mesothelioma



Sources: U.S. Geological Survey (use); Centers for Disease Control and Prevention (deaths)

from the 1940s to the 1980s and is still in hundreds of thousands of buildings, including schools, across the country. Asbestos was banned from most building materials in the 1980s, but older buildings, including schools, typically contain ceilings, floor tiles, pipe insulation and other materials with asbestos used for its fireproof and acoustic qualities.

Last year, 18 state attorneys general asked Congress to prevent all uses of the material. A bill in the House would ban the manufacture and distribution of asbestos.

In Pennsylvania, Gov. Tom Wolf in January proposed spending more than \$1 billion to remove asbestos and lead in schools. The School District of Philadelphia said it has 175 buildings with asbestos, and it has closed nine since Septem-

ber due to health concerns.

“Asbestos can be contained and managed on-site,” said Claire Barnett, executive director of Healthy Schools Network, which advocates for removing environmental hazards in schools. But if maintenance is poor, moisture can cause asbestos to crumble, exposing its deadly dust, she said. “It happens everywhere.”

An estimated 40,000 people die in the U.S. from asbestos-related diseases each year, including mesothelioma, a cancer of the linings of the lungs or stomach that can develop 30 years or more after exposure.

Asbestos litigation, which has been moving through court dockets for years, has to date largely targeted product manufacturers. Workplace injuries are usually handled

through workers' compensation claims, but people who develop asbestos-related diseases years after retiring are often beyond the deadline for filing such a claim against an employer.

A 2013 court ruling in Pennsylvania allowed people who develop an asbestos-related disease to sue an employer for negligence outside of the workers' compensation act and made the suit against Penn State and other potential cases possible.

Universities typically monitor asbestos, as required by federal and state regulations, and remove it during renovations. Penn State found in the 1970s that close to 100 buildings contained asbestos, according to court documents. By 1984, the school had spent over \$500,000 removing asbestos.

During the 1980s the cost of removing asbestos at the university rose fivefold, according to court documents. In 1989, a Penn State official stated in a memorandum that the school would no longer remove asbestos when it was encountered.

“In all future projects, our goal should be to minimize the removal of asbestos to only what is absolutely required,” the official wrote. “Obviously, this will help us a lot in the area of project budgets.”

Michael Robb, a Pittsburgh attorney representing the Labosky family, alleges that the university scaled back its asbestos removal to cut costs while it knew about health risks.

## “In a Twist, Asbestos Suit Targets College”

Article by Kris Maher

*The Wall Street Journal*

March 18, 2020

**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

Blum, Alan

From: Blum, Alan  
To: Blum, Alan  
Cc:  
Subject: FW: Kent Micronite Filter display  
Attachments:

Sent: Wed 10/12/2005 11:33 PM

From: Zen and Tonic [mailto:zenandtonic@comcast.net]  
Sent: Wed 10/12/2005 10:51 PM  
To: Blum, Alan  
Subject: RE: Kent Micronite Filter display

Dear Alan,

Thank you for your kind words regarding the Kent Micronite display. And, thank you for sharing some of your incredible recollections about the asbestos Kent Micronite filter; astounding details indeed.

It would be my pleasure to work with you in providing Kent Micronite Filter display items for your exhibit (and within your indicated budget). Along this line, I also have a couple of ideas for showcasing the filter materials in the display, per your approval.

In addition to my eBey hobby endeavors, I construct asbestos material displays for environmental training providers in my area. The display containers are larger than the single-cigarette display, and consequently, hold more materials. These larger acrylic display cases are also completely clear, durable, and sealed. The mounted sample pieces are secured firmly in place and are quite visible; the training providers seem to find them indispensable.

I was thinking of making a display that includes: a nicely presented "intact" Kent Micronite Filter cigarette; a dissected Micronite filter enclosed within a clear petri dish; a "cabinet" size mineral specimen of crocidolite; and a small, sealed vial of separated blue-grey crocidolite fibers; and photos with magnified images of the crocidolite/fibrous filter materials. All items would be appropriately labeled, highlighting each of their respective relevant features.

The cigarette by itself is astonishing in its own right; but I also believe that including a cut apart filter showing the bluish crocidolite asbestos and including an exemplary mineral sample of actual crocidolite along with the display would seem to connect the filter's bewildering "asbestos/tobacco" relationship even more. At the same time, the inclusion of asbestos in the display may have the added benefit of also increasing asbestos-awareness; all in the context of promoting current human health and historical corporate marketing guises.

I look forward to hearing from you regarding this proposal. Although I am obligated to be out-of-town for approximately 2 weeks in New Orleans on a current work assignment, I will be returning around October 28th. I would like to forward a couple of photos showing the larger display case with the crocidolite specimen and other materials for your review at that time. Please contact me at your earliest convenience with your schedule requirements for preparing the display items to coordinate with your exhibition(s).

I am truly delighted with the prospect of an opportunity to help contribute to your very meaningful and exceptional endeavors

Sincerely,  
Anthony G. Rich

-----Original Message-----  
From: Blum, Alan [mailto:ablum@cchs.ua.edu]  
Sent: Wednesday, October 12, 2005 12:30 AM  
To: zenandtonic@comcast.net  
Subject: RE: Additional Kent Micronite Filter photos

Dear Anthony,

I can't thank you enough for your thoughtful note. You are truly amazing, creative, and dedicated. The display case strikes me as a great way to showcase this historically significant cigarette, and I would very much like to acquire both one such case as well as a set of the photographs, for possible inclusion in an exhibition I am working on for next year in Washington (or even in a current one I have at the University of Alabama at Birmingham medical library. Would this be possible for under \$100 plus shipping?

<http://mail.cchs.ua.edu/exchange/ablum@cchs.ua.edu/Sent%20Items/FW-%20Kent%20Mi...> 3/18/2006

Illustrated story of the KENT  
Micronite filter display by  
Anthony G. Rich (8 pages)

2005

Correspondence between Anthony  
G. Rich and Alan Blum, M

2005-2006

Nathan Schachtman Asbestos - Elements of Asbestos - 8/...



Elements of Asbestos

## Interview with Nathan Schachtman Part I

August 14, 2020

Nathan Schachtman - Asbestos - Lorillard's Kent Micronite ...



## Lorillard's KENT Micronite Filter with Asbestos

Interview with Nathan Schachtman Part II

August 14, 2020

Nathan Schachtman - Asbestos - Disease and Litigation - 8...



## Disease and Litigation



## Interview with Nathan Schachtman Part III

August 14, 2020

## *EPILOGUE...OR PROLOGUE?*

Although the story of the KENT Micronite filter story has been told before, such as in the first theme issue on the world cigarette pandemic published by the *New York State Journal of Medicine* in December 1983, this is the first exhibition about it. 70 years after P. Lorillard Tobacco Company created and introduced it, the asbestos filter sounds insane. But just as ridiculous is that today 99% of cigarettes have filters, even though no cigarette filter reduces the risk of cancer, emphysema, or heart disease. This is because the smoker inhales more deeply to get the smoke through the filter and thus is exposed to greater concentrations of toxic gases and other chemicals. Ultimately, then, promoting the misinformation that putting a filter on a cigarette would protect the smoker from lung cancer succeeded in allaying consumers' anxiety. The myth that filtered cigarettes are "safer" than non-filtered cigarettes is a forerunner to recent hoaxes such as that Covid-19 vaccines contain microchips that control your DNA or that ivermectin cures Covid-19. Dr. Tom Novotny and I chose to collaborate on an effort to communicate to the public and health professionals alike about what we call "the filter fraud" because he had been addressing the environmental impact of the non-biodegradable filters while I had been trying to expose the false promise of the "safer cigarette." We figured that if the public hasn't gotten the message that the filter doesn't make smoking any less lethal, then perhaps the public will show concern for the birds and fish that eat and get poisoned by discarded cigarette butts! These last three bonus sections provide a fuller picture of The Filter Fraud.

*Alan Blum, MD*

*Director, The Center for the Study of Tobacco and Society*

*April 2, 2023*

CENTER FOR TOBACCO PRODUCTS

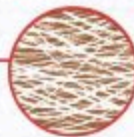


# How a Cigarette Is Engineered

The design and content of cigarettes continue to make them attractive, addictive, and deadly.<sup>1</sup>  
Every day, more than 1,300 people in the United States die because of cigarette use.<sup>2</sup>

## Filter<sup>3,4,5</sup>

- Typically made from bundles of thin, hair-like fibers.
- Designed to trap smoke, but only stops a small portion of the smoke from being inhaled.
- The filter (and ventilation holes) in most cigarettes may lead smokers to inhale more deeply, pulling dangerous chemicals farther into their lungs.



## Tipping paper<sup>6</sup>

- Wraps around the filter, connecting it to the rest of the cigarette.
- **Ventilation holes**, if unblocked, dilute inhaled smoke with air.
- Manufacturers have chosen to place the ventilation holes where they are. The holes are largely ineffective. Because of their location, most smokers unknowingly block them with their fingers or lips.



## Cigarette paper<sup>3</sup>

- Holds the tobacco filler.
- Manufacturers add chemicals to the paper to control how fast the cigarette burns.
- Smokers inhale everything that is burned—the tobacco filler, the paper... everything.

## Tobacco filler<sup>7,8,9</sup>

- Made up of chopped tobacco leaves, stems, reprocessed pieces, and scraps.
- Dangerous chemicals can form in and be deposited on tobacco during the processing of the tobacco leaves.
- Other dangerous chemicals are created when the tobacco filler is burned.



## Additives<sup>10,11,12</sup>

Manufacturers can **add hundreds of ingredients** to a cigarette to make smoking more appealing and to mask the harshness of smoke.



Certain **additives**, like sugars, can form cancer-causing chemicals when they are burned.

**Sugar** and **flavor\*** additives can change the taste of smoke and make it easier to inhale, but no less harmful.



**Ammonia** and other **chemicals** added to tobacco may increase the absorption of nicotine, which is addictive.

Some additives are **bronchodilators** that could increase the amount of dangerous chemicals absorbed by the lungs.

\*In 2009, The Family Smoking Prevention and Tobacco Control Act banned characterizing flavors in cigarettes, except for tobacco and menthol flavors.

## "How a Cigarette Is Engineered" (2 pages)

FDA Center for Tobacco Products information sheet that illustrates the gimmicks and deceptions by cigarette manufacturers

2016

The Filter Fraud

A Filter Made of Tobacco Itself

Filter Infographic

# *A NEW CIGARETTE FILTER...MADE OF ASBESTOS*

THE CENTER FOR  
THE STUDY OF  
TOBACCO AND SOCIETY

Curated by Alan Blum, MD

Professor and Endowed Chair in  
Family Medicine

Director, Center for the Study of  
Tobacco and Society

Designed by Bryce  
Callahan\*  
and Kevin Bailey, MA\*\*

\*Undergraduate student majoring  
in computer engineering



College of Community Health  
Sciences  
The University of Alabama School  
of Medicine, Tuscaloosa

The University of Alabama  
  
\*\*Collections Manager and Digital  
Archivist (2019-2022)  
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