

THE TRUE STORY:



You should know
True is lower in tar and nicotine
than 99% of all other cigarettes sold.

True has only 12.6 mgs. tar,
0.7 mgs. nicotine.

Shouldn't your brand be True?

03062502

Of all cigarettes tested, L.L. Bean cigarettes contain the lowest amount of tar and nicotine. The highest amount of tar and nicotine was found in the lowest amount of tar and nicotine.