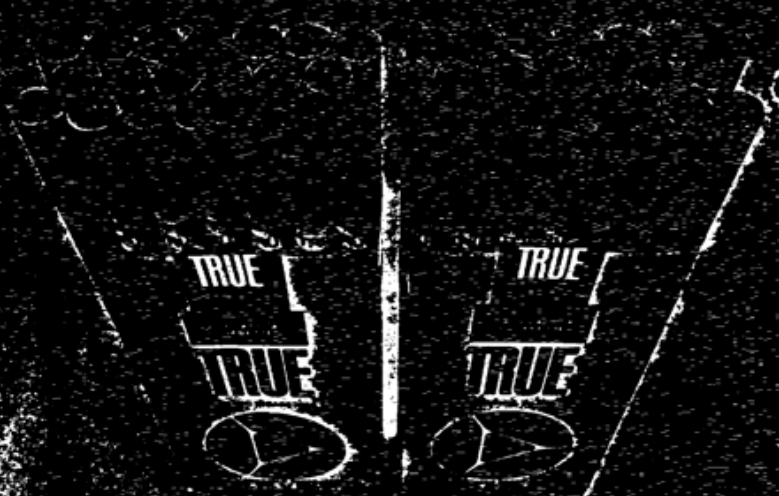


THE TRUE STORY:



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, U.S. Government Reports show:
the highest at 31.0 mgs. tar and 2.2 mgs. nicotine;
the lowest at 1.8 mgs. tar and 0.1 mgs. nicotine.