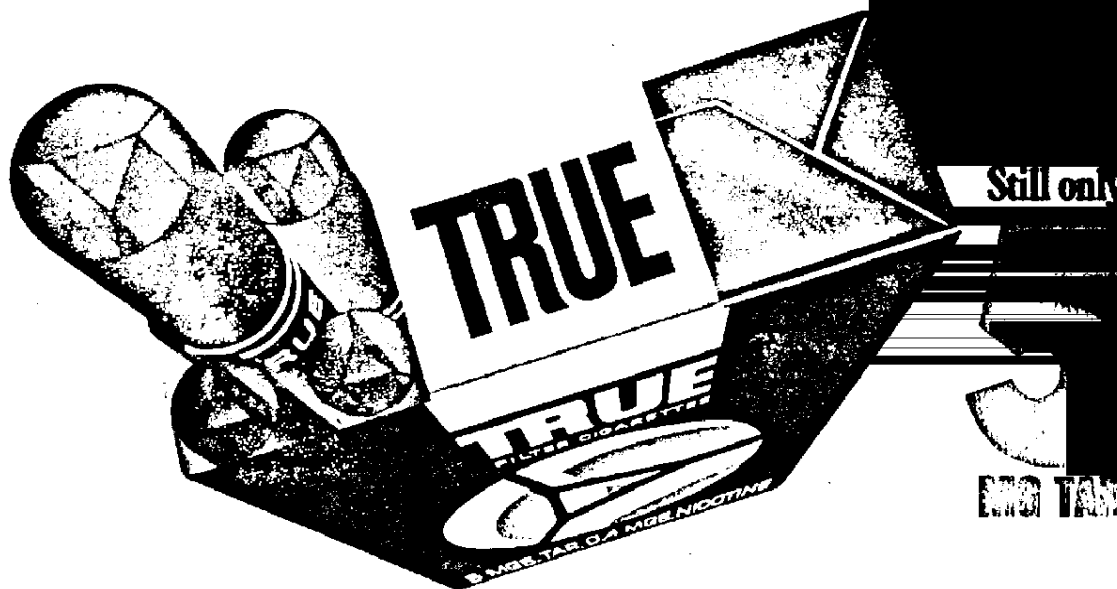


Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

5 mg. "tar", 0.4 mg. nicotine av. per cigarette, FTC Report

True taste new taste source



Still only

5 mg. TAR

04104907

Improved tobacco recipe does it! National survey confirms it!

Smokers of higher tar cigarettes, cigarettes containing three times as much tar preferred the new taste of 5mg tar True. Now you don't have to smoke higher than 5mg tar to get that good taste you've been hoping for in a low tar.

Low tar never tasted so good.

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