





**After kicking around everything
I'd heard about smoking, I decided
to either quit or smoke True.**

I smoke True.



The advertisement features a man with dark hair, wearing a blue long-sleeved shirt, a tan vest, and white trousers, sitting barefoot on a large, dark log. He is holding a lit cigarette in his right hand. To his right, on the sandy ground, are two packs of True cigarettes: a blue pack labeled 'TRUE 100+' and a green pack labeled 'TRUE 100+'. The background is a plain, light-colored wall.

King Regular: 17 mg. "tar", 0.6 mg. nicotine, 100's Menthol: 13 mg. "tar", 0.8 mg. nicotine, av. per cigarette, FTC Report April 75.

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

**The low tar, low nicotine cigarette.
Think about it.**

**I thought
about all I'd read
and said to myself,
either quit
or smoke
True.**

**I smoke
True.**



© Lorillard 1983

King Regular 11 mg. "tar", 0.6 mg. nicotine, 100's Regular 12 mg. "tar", 0.7 mg. nicotine, av. per cigarette, FTC Report April '75.

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

The low tar, low nicotine cigarette. Think about it.

Here's your chance to
compare your cigarette against True
for both tar and nicotine.



Chances are there's an ad for your cigarette
in this magazine. So just tear out the coupon below
and check your numbers with True's. You'll be surprised
at how low True's numbers really are. But, after all,
True is lowest in both tar and nicotine of the
20 best-selling cigarettes—Regular and Menthol.



Regular: 12 mg. "tar", 0.8 mg. nicotine.
Menthol: 13 mg. "tar", 0.7 mg. nicotine.

Tar and nicotine:
True regular: 12 mgs. tar, 0.6 mgs. nicotine.
True menthol: 13 mgs. tar, 0.7 mgs. nicotine.

True is lower in both tar and nicotine than 90%
of all other cigarettes sold. True's about it.
Doesn't it all add up to True?

Reguler: 12 mg. "tar", 0.8 mg. nicotine.
Menthol: 13 mg. "tar", 0.7 mg. nicotine, av. per cigarette. FTC Report, Aug. 75.



Shouldn't your next cigarette be True?

Of the twenty best-selling brands only one is lowest in both tar and nicotine. True is the one.

In fact, True (Regular and Menthol) is lower in both tar and nicotine than 98% of all other cigarettes sold. Think about it. Shouldn't your next cigarette be True?

Regular 17 mg "tar", 0.8 mg nicotine; Menthol 15 mg "tar", 0.7 mg nicotine av. per cigarette FTC Report Aug. '92

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



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



...In fact, True is lowest in both
tar and nicotine of the 20 best-selling
brands. That's why True puts its
numbers on the front of every pack.
And on every carton.
Think about it.

Regular or menthol. Doesn't it all add up to True?

Regular 12 mg. "tar", 0.7 mg. nicotine. Menthol 12 mg. "tar", 0.7 mg. nicotine av. per cigarette, FTC Report, Nov '90. © Lorillard 1991



Two leading cigarettes are lower in both tar and nicotine than 99% of all other cigarettes sold. They are both named True. Regular and menthol.

Think about it. Doesn't it all add up to True?

Warning: The Surgeon General Has Determined That Cigarette Smoking is Extremely Hazardous to Your Health. © 1998 B&W T Co.

Regular: 12 mg. "tar", 0.6 mg. nicotine. Menthol: 13 mg. "tar", 0.7 mg. nicotine av. per cigarette. FTC Report Aug. 79.

True's low tar and nicotine comes two good ways:



True Blue: lower in both tar and nicotine than 99% of all other cigarettes sold. Only 12 mgs. tar, 0.7 mgs. nicotine.

True Green: lower in both tar (13 mgs.) and nicotine (0.7 mgs.) than 99% of all other menthols sold.

Regular or menthol. Doesn't it all add up to True?

True Regular 12 mg. "tar", 0.7 mg. nicotine. True Menthol 13 mg. "tar", 0.7 mg. nicotine, avg. per cigarette by FTC Report, Nov. '95. © Lorillard 1995.

If the
back of the True
pack doesn't
convince you, the front will.



20 CLASS A
CIGARETTES

TRUE

ONLY TRUE HAS THIS TRIPLE
AIR FILTRATION SYSTEM

MOUTHPIECE

AIR VENTS

FILTERING
FIBERS

U.S. PATENT NO. 3,396,733

True's exclusive tar and nicotine
reduction system.



20 CLASS A
CIGARETTES

TRUE

FILTER CIGARETTES

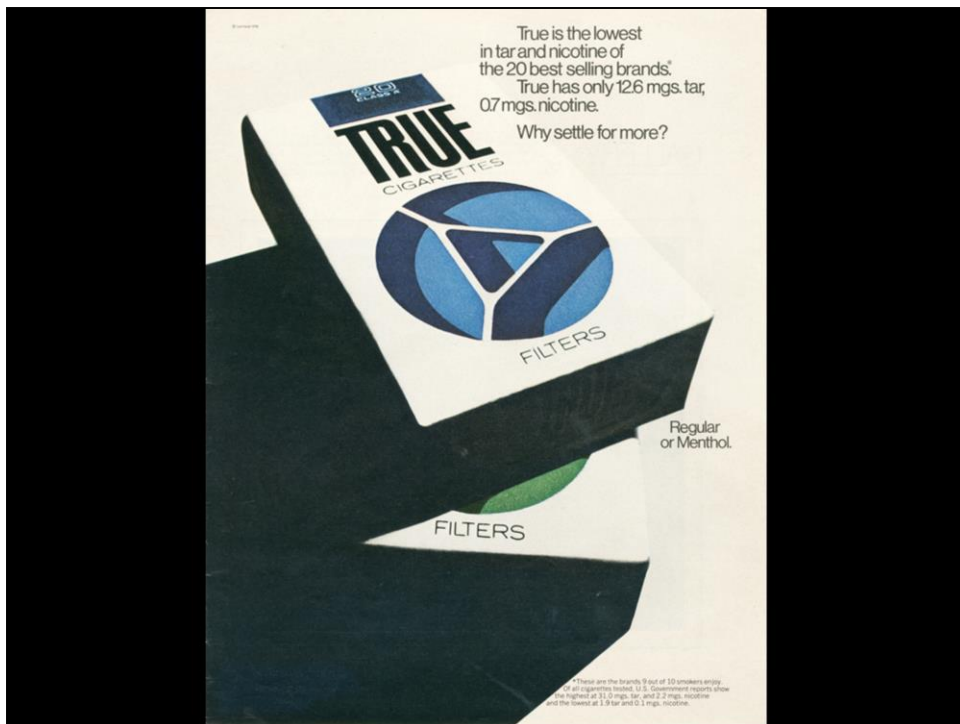
U.S. GOVERNMENT TESTS AVERAGE
12.6 MGS. TAR, 0.7 MGS. NICOTINE

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

Think about it. Doesn't it all add up to True?
(Menthol or regular)

U.S. Gov't tests of all cigarette brands: High—31.0 mgs. tar, 2.2 mgs. nicotine. Low—2.0 mgs. tar, 0.1 mgs. nicotine.









The advertisement features a large image of a True cigarette pack at the top. The pack is white with a blue band across the middle that says "TRUE" in white capital letters. Above the band is a blue circular logo with a white stylized 'A' or triangle shape. Below the pack, the text reads: "True has nothing to hide." followed by "True, regular and menthol, puts its tar and nicotine numbers right on the front of the pack." and "Latest U.S. Government tests show, True is lowest in both tar and nicotine of the 20 best-selling brands. Lower, in fact, than 99% of all other cigarettes sold." Below this text is a smaller image of a True cigarette pack, showing the side with the tar and nicotine content: "Regular 12 mg. 'tar', 0.6 mg. nicotine." and "Menthol 10 mg. 'tar', 0.5 mg. nicotine." The bottom of the ad says "Think about it. Doesn't it all add up to True?" and "© Lorillard 1977".

LATEST U.S. GOVERNMENT TESTS:
12 MGS. TAR, 0.6 MGS. NICOTINE

TRUE

True has nothing to hide.

True, regular and menthol, puts its tar and nicotine numbers right on the front of the pack.

Latest U.S. Government tests show, True is lowest in both tar and nicotine of the 20 best-selling brands. Lower, in fact, than 99% of all other cigarettes sold.

Think about it. Doesn't it all add up to True?

Regular 12 mg. "tar", 0.6 mg. nicotine.
Menthol 10 mg. "tar", 0.5 mg. nicotine, av. per cigarette, FTC Report Aug. 75.

© Lorillard 1977

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?

Of all cigarettes tested, U.S. Government reports show
the highest at 21.5 mgs. tar and 2.2 mgs. nicotine;
the lowest at 1.8 mgs. tar and 0.1 mgs. nicotine.

© Lorillard 1991







The Truth.



3mg

5mg

Now is lowest.
By U.S. Gov't. testing method.

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

Competitive tar level reflects the Feb. '84 FTC Report. NOW: THE LOWEST OF ALL BRANDS. SOFT PACK 100s FILTER, MENTHOL: 3 mg. "tar", 0.3 mg. nicotine av. per cigarette by FTC method.

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GOLDFINE / MARCH 1985

93



121

THE
Truth
ABOUT IRRITATION
OF THE NOSE AND THROAT
DUE TO SMOKING



THE FACTS BEHIND THE *Swing* TO PHILIP MORRIS

Behind the swing to Philip Morris is the greatest achievement in cigarette manufacture since the introduction of cigarettes themselves.

What is that achievement? Simply this...the making of cigarettes without an ingredient heretofore believed indispensable to cigarette manufacture—an ingredient scientifically known to be a definite source of irritation...When Philip Morris announced that achievement, a group of doctors set about to

learn for themselves the actual effects of this daring difference in manufacture. Their tests proved conclusively that on changing to Philip Morris, every case of irritation due to smoking cleared completely or definitely improved.*

These facts have been accepted by eminent medical authorities. **NO OTHER CIGARETTE CAN MAKE THIS STATEMENT.**

Smoke Philip Morris for pleasure, too. It's not only good sense...it's good taste,

Philip Morris & Company do not claim that Philip Morris Cigarettes cure irritation. But they do say that an ingredient—a source of irritation in other cigarettes—is not used in the manufacture of Philip Morris.

*Published in leading medical journals. Names on request. Philip Morris, 1100 Avenue, N.Y.



Call for
PHILIP MORRIS
America's finest 15¢ Cigarette

CREATORS OF FAMOUS CIGARETTES FOR 36 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

EVERY product guaranteed as advertised—see page 6

