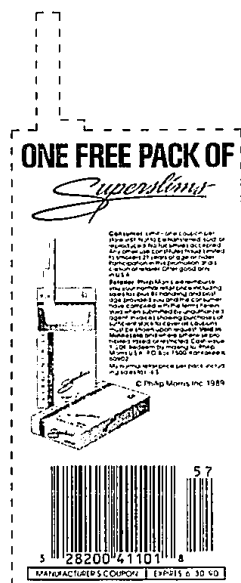


# 70% LESS SMOKE. 100% FREE.



## Presenting the First Low Smoke Cigarette for Women.

We're so sure you're going to love everything about new *Superlights* from Virginia Slims, we are offering you a free pack. Because new *Superlights* give off 70% less smoke from the lit end than the leading 100 mm cigarettes and 60% less than the other ultra thin, Capri, as tested under laboratory conditions. And that's just the beginning. Besides being the sleekest, most elegant Virginia Slims yet, *Superlights* are also ultra low tar. But you'd never guess that from the taste.

*Superlights*  
FROM VIRGINIA SLIMS

6 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.**