

When compared
to a man's cigarette,
we admit ours does
something less.



Ours gives off
less smoke.



In this case we're glad to have less. With new Superslims LS from Virginia Slims. An ultra thin, ultra low tar cigarette that's specially processed to give off 70% less smoke from the lit end—40% less than the other ultra thin. But with a flavor you can really enjoy.

SOMETIMES LESS SAYS MORE ABOUT YOU.

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

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