

LEO BURNETT U.S.A.  
A Division of Philip Morris Inc. A NESTLÉ Company Inc.  
AD #1727-B4 - REQ. #M31367 - "MAINLINE BOO" - PG 4/C (9 3/4" x 11") - SUNDAY SUPP.-PARADE - 1993  
Printed in U.S.A.

The new  
coupon-filled  
datebook that's  
hip to clip.

## VIRGINIA SLIMS Book Of Days '94

Now it's also full of great,  
money-saving coupons for...

Adolfo Luggage,  
Carnival Cruise Lines,  
Cannon Towels,  
Pearle Vision,  
Skin Care by Dana,  
Music, Magazines  
and more.

FREE with 15 pack UPCs.

© Philip Morris Inc. 1993  
0.7 mg nicotine av per cigarette by FTC Method

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

### ORDER YOUR '94 BOOK OF DAYS TODAY.

TO ORDER: Just fill out this form, enclose 15 pack UPCs from any style Virginia Slims  
plus \$2 check or money order for shipping and handling (no cash) and send it all to  
Virginia Slims Book of Days Offer, PO Box 23827, Kankakee, IL 60902-1827.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Regular Brand Smoked \_\_\_\_\_  
Offer is limited to those 21 years of age or older. Offer valid in Philip Morris and its advertising agencies' workplaces. Offer good in  
U.S. Only. One offer per household. Void where prohibited or taxed. Allow 4-6 weeks for delivery. No cash or checks accepted.

OFFER GOOD UNTIL MARCH 1, 1994. LIMIT ONE DATEBOOK PER PERSON.

By participating in this offer and signing below, I certify I am a under 21 years of age or older. I am also willing to receive free  
cigarettes and other incentives (time in the mail, subjects or applicable state and federal laws).

Signature \_\_\_\_\_ Date \_\_\_\_\_



2058502587