

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

Ours gives off
less smoke.



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SUBSTITUTION; Withholding Smoking
Now Greatly Reduces Serious Risks to Your Health.

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Our new Superfins Ultra Clean
Virginia Slims. An ultra thin, ultra
fine 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.

SOME THINGS SMELL A LOT MORE.



Dorothy Then You

Long Filter