

**121 brands of fat cigarettes
fit men. Virginia Slims are made
slimmer to fit you.**

Virginia Slims are the
slimmest cigarettes made just
for women.
They're tailored slimmer to
fit your hands and your lips.
With rich Virginia flavor
women like.

**You've come
a long way, baby.**



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

Regular: 16 mg "tar," 1.2 mg. nicotine—Menthol: 16 mg "tar," 1.2 mg. nicotine av. per cigarette, FTC Report Sep '92

©1992 Philip Morris Inc. A & J Design

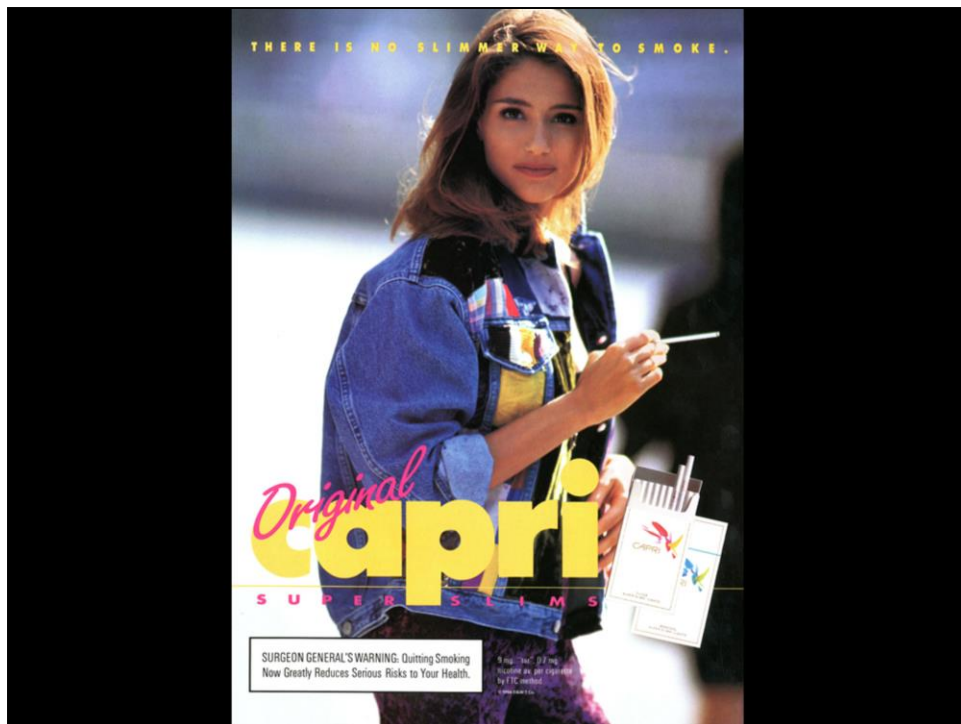




Theory of Slimness

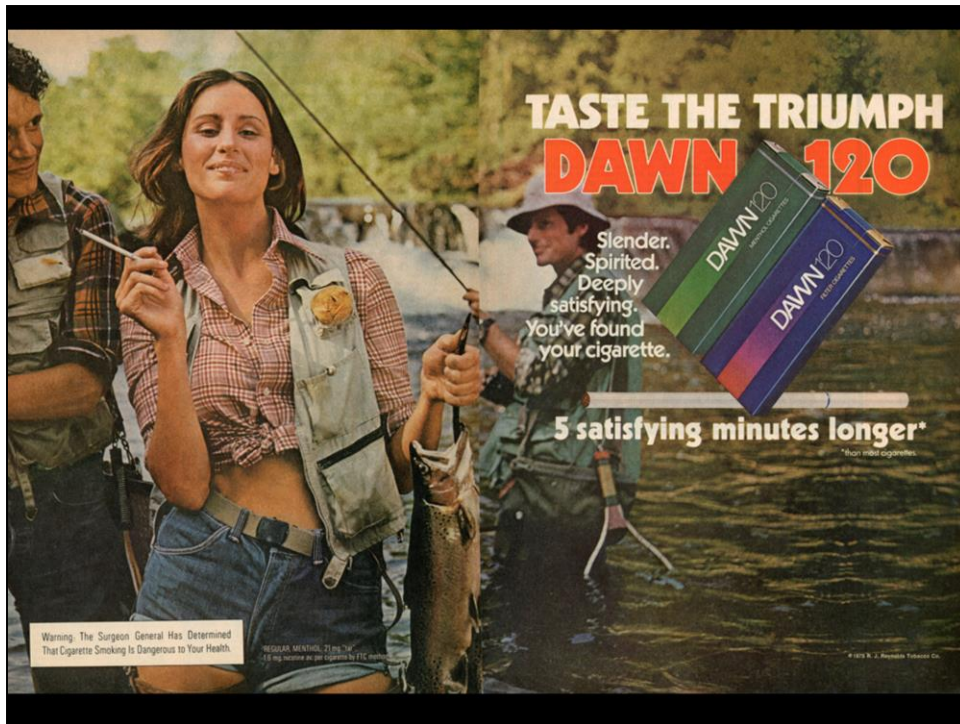












Slender



A Swell Package!

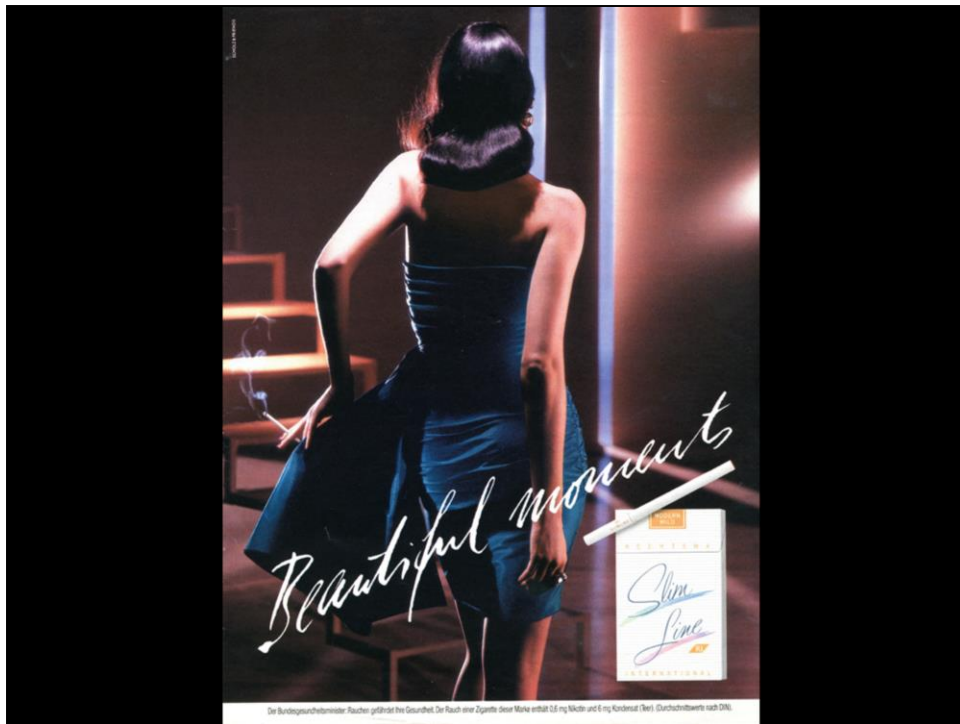
Take a look
At an Old Gold
Package
And you'll see
Why Old Golds
Reach you
Fresher and
Finer than any
Other cigarette.
Because Old Golds
Are made of
Double-aged
Double-mellow
Prize crop
Tobacco,
We guard them
Like the precious
Jewels they are!
An EXTRA jacket
Of Cellophane
Double seals both
Package ends
So not one iota of
O.G.'s flavor
And fragrance
Can escape.
Buy your Old Golds
Where you will,
In Damp Climates
Or Dry.
You'll get them
Exactly as we
Make them.
And that's as
Fine as a
Cigarette
Can be made.
We think the gal's
A Swell Package
Too!

Every pack wrapped in 2 pieces of Cellophane the old gold jacket opens from the BOTTOM.

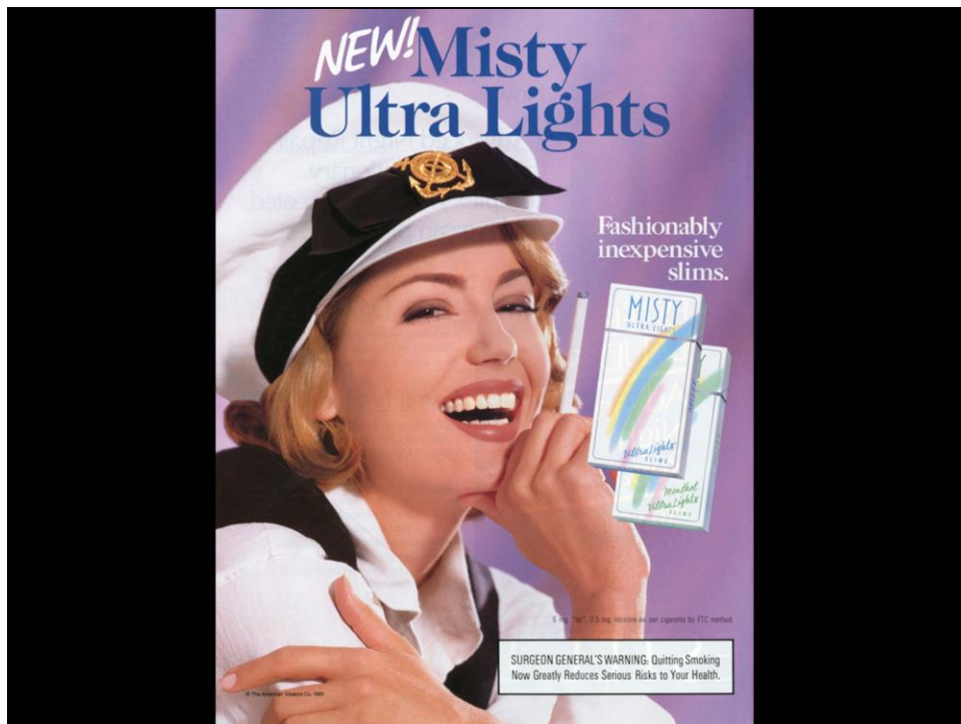
FIGURE 100 - An Old Gold's Redwood Packaging, every Time and Place, Right, Cigarette Brand, Great to Know

For Finer *FRESHER* Flavor . . . Smoke Double-Mellow Old Golds











1989





It's Slender - It's more you

*Slim
and Trim...*
with the *Light*
refreshment

NO MATTER what she wears, today's woman shows nothing but flattering lines. The reason is simple. She follows the modern, sensible trend toward lighter, less-filling food and drink. And Pepsi-Cola is right in step.

Today's Pepsi-Cola, reduced in calories, refreshes without filling. Never heavy. Never too sweet. It's the modern, the light refreshment. Here a Pepsi.

Pepsi-Cola
refreshes without filling

ANOTHER **Scholarship** SEPT. 18-27

