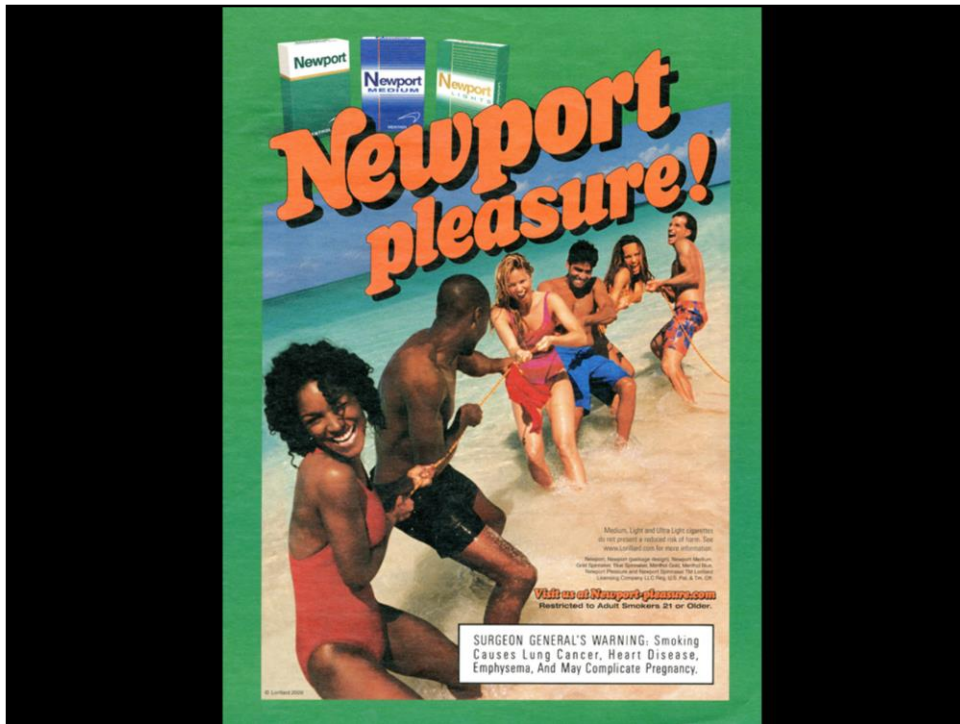
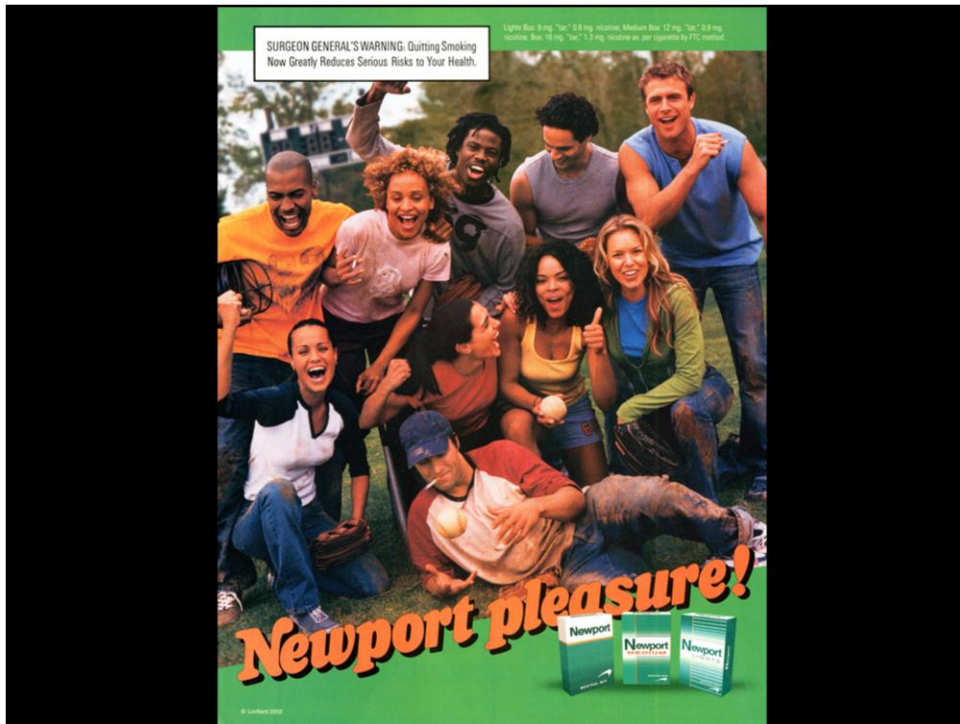
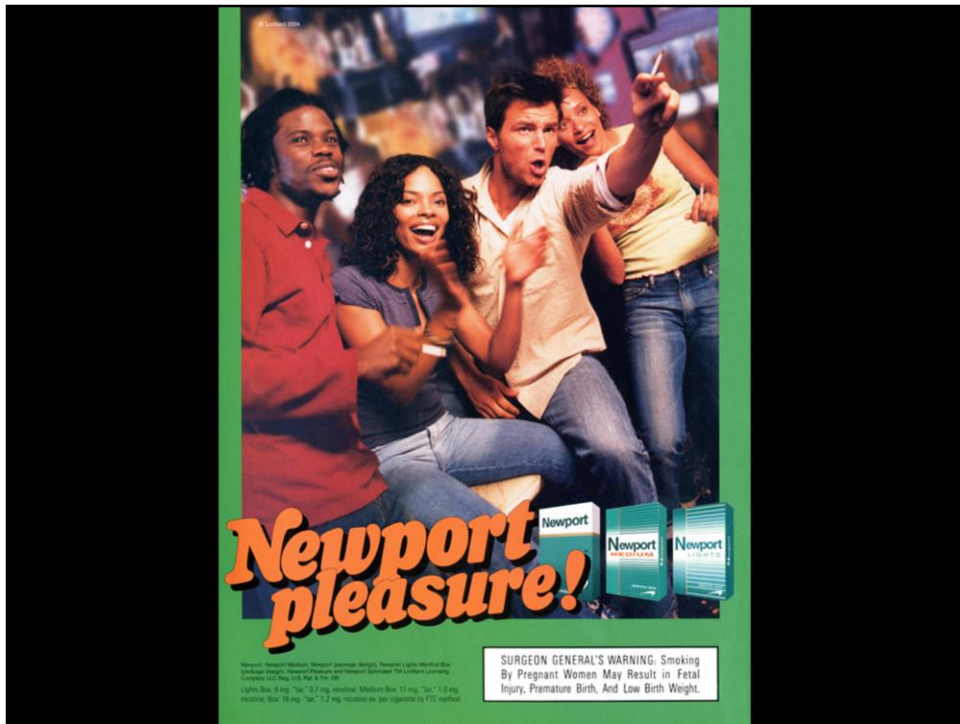




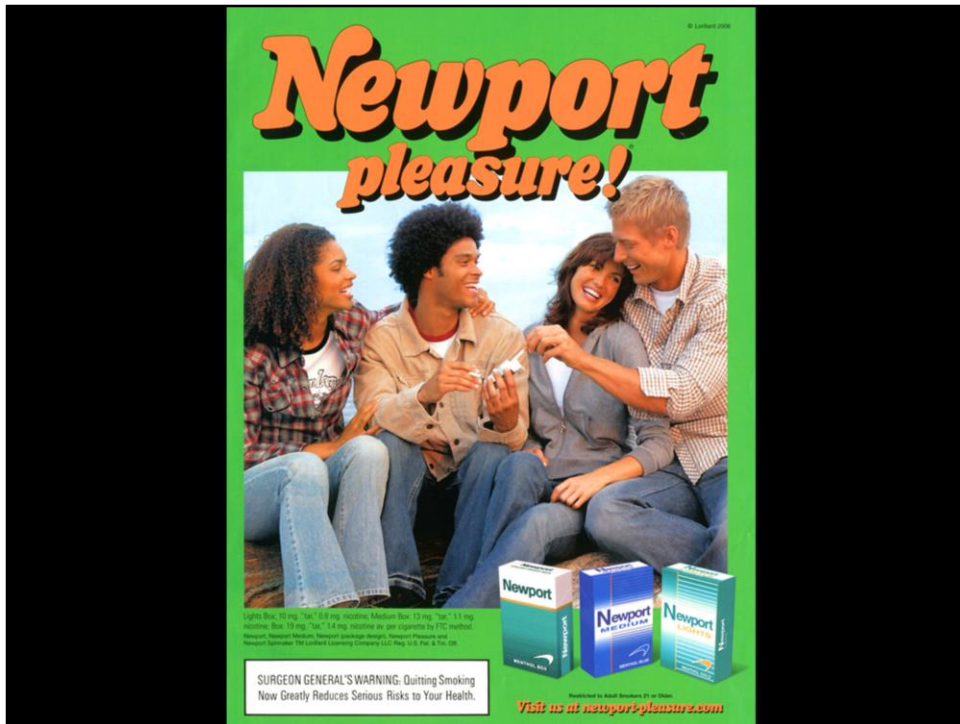
The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.



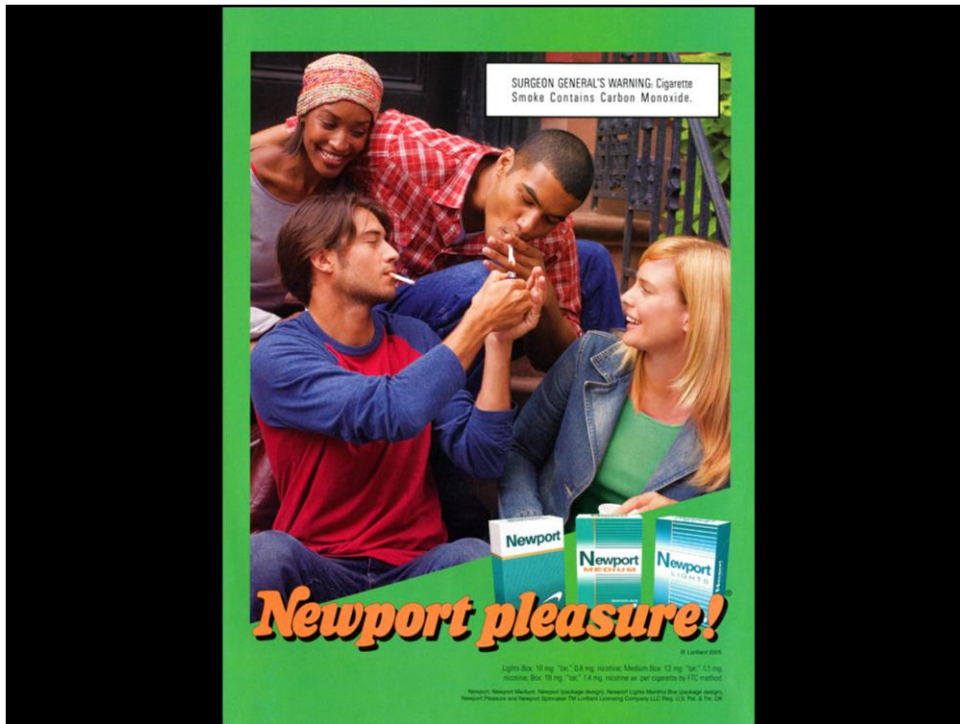
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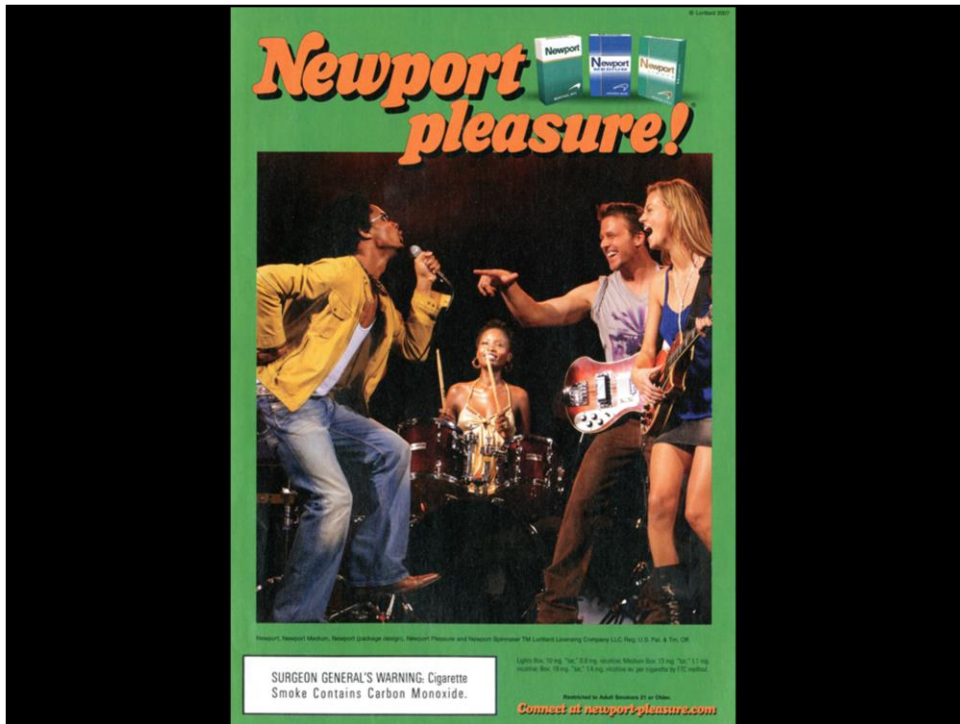
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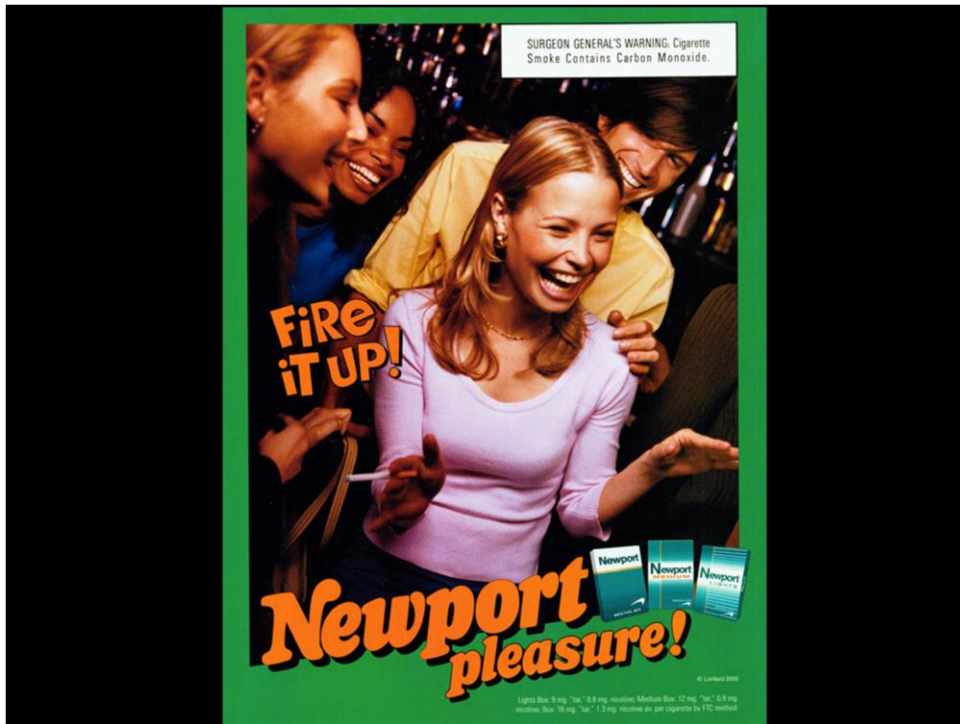
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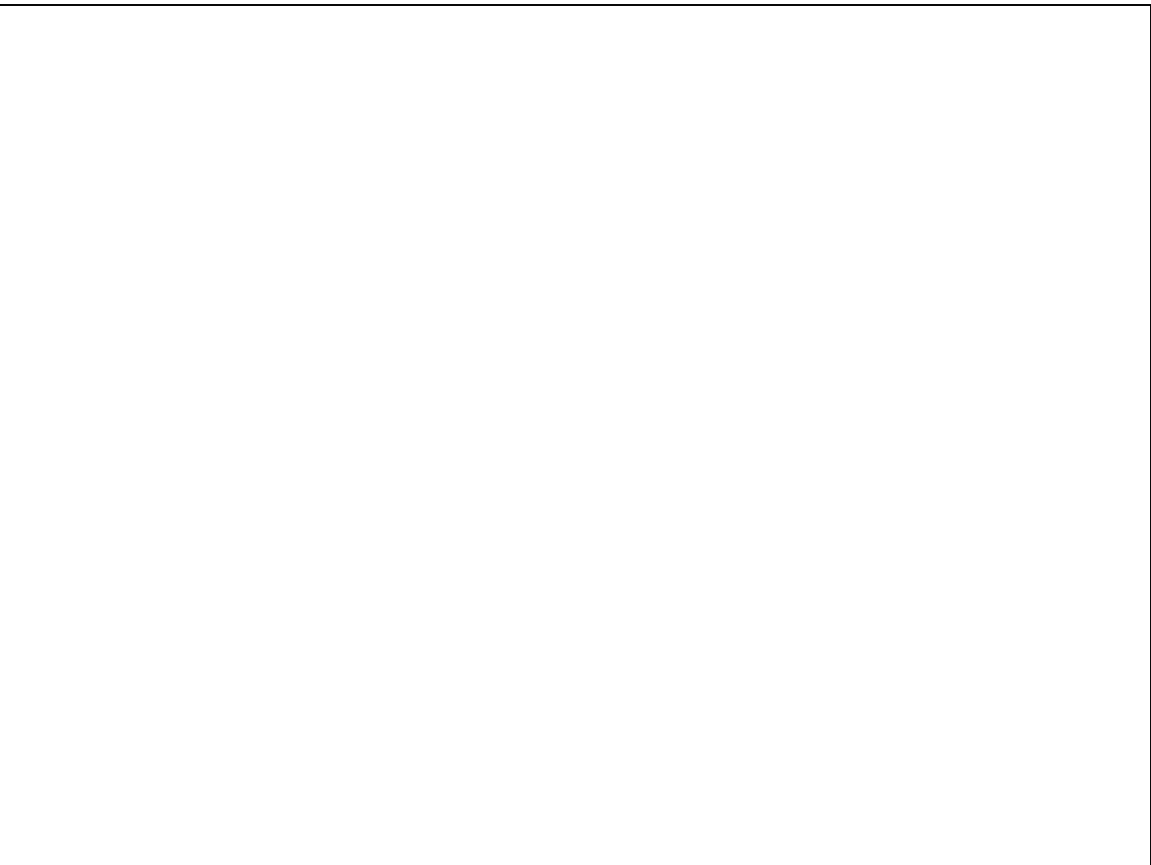
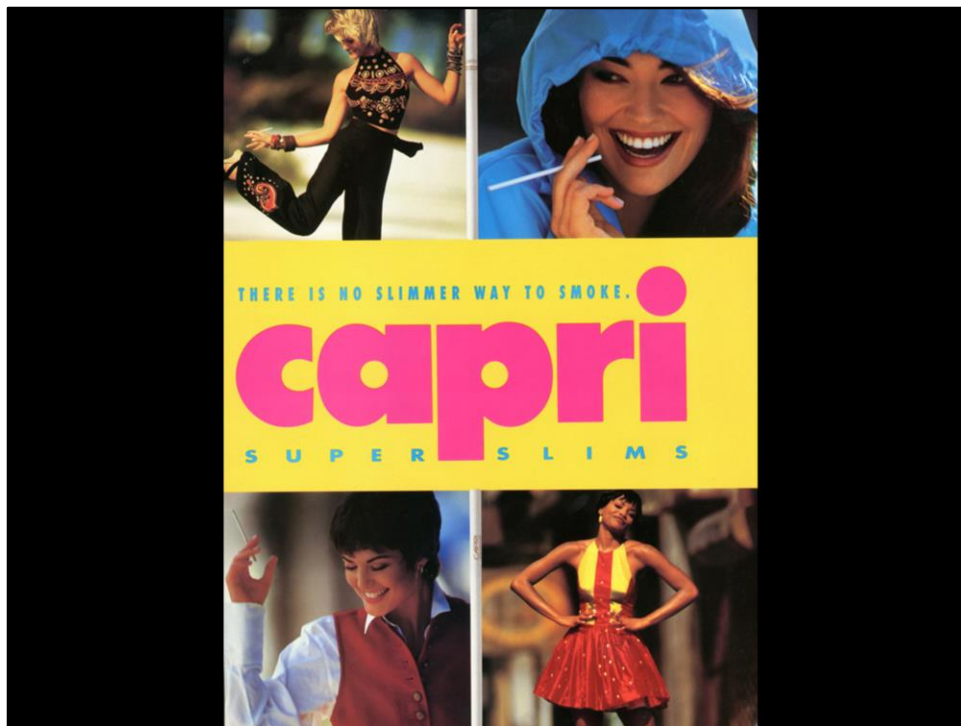


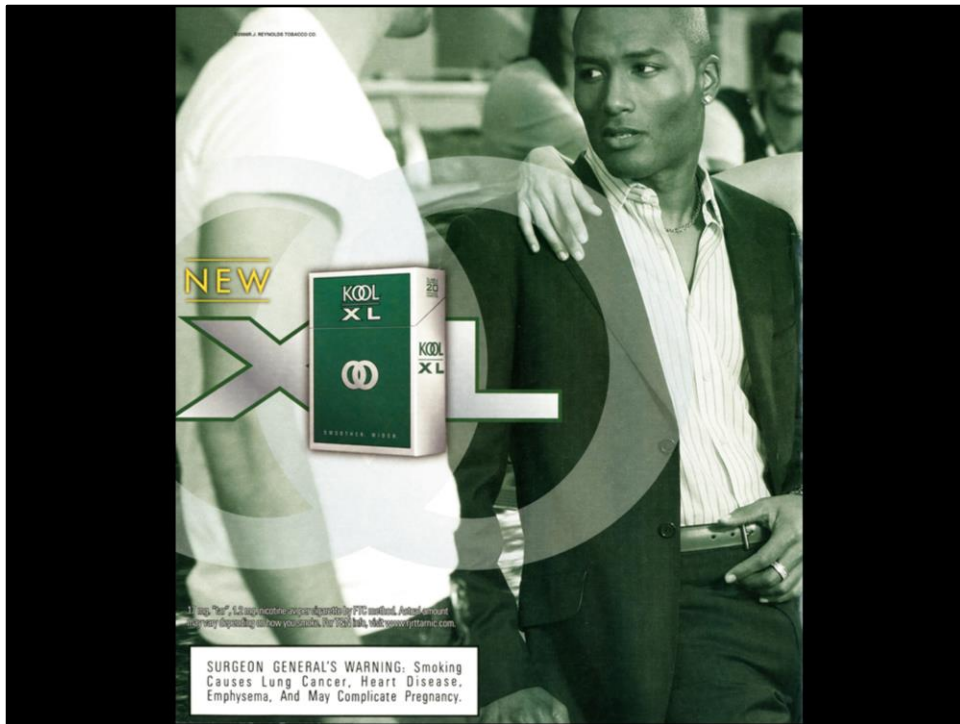
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2006

If men were really like their personal ads,

they wouldn't need personal ads.

VIRGINIA SLIMS
It's a woman thing.

© Philip Morris Inc. 1999
8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

The advertisement features a central image of two women, one with dark hair and one with blonde hair, both smiling and looking at a newspaper's 'PERSONALS' section. The woman with dark hair is holding a cigarette. In the top left corner, there is a small inset photo of a man in a dark jacket. In the bottom right corner, there is a small inset photo of a man in a blue suit and red bow tie. The background is a soft, out-of-focus outdoor scene.

Just what does gas in cigarette smoke taste like?



You know what the Usual Filter Cigarette tastes like.
You know what Lark tastes like.
The difference is what gas tastes like.

You see, most of cigarette smoke is gas.
And certain of these gases are harsh. And our Gas-Trap
filter reduces certain harsh gases better than any Other
Popular Filter Brand. So Lark is less harsh. Which
is more like it. Simple, huh?
If you like the taste of gas you'll hate the taste of Lark.



“
Laundry is
the only thing
that should be
separated
by color.”

**VIRGINIA
SLIMS**

YOU'VE COME A LONG WAY, BABY.

8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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