

Virginia Slims



wear
Spring '96



THE PICTURE PERFECT CAMERA Small enough to tote anywhere, cool enough to snap up plenty of attention. 35mm focus-free camera from Vivitar® with automatic rewind/advance and built-in flash with red-eye reduction; film, batteries and camera case included. In red with handy carrying strap. FREE with 195 pack UPCs.

Snap up the hottest new fashions going. Free with pack UPCs. Virginia Slims



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



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

Allow 10-12 weeks for delivery. For any questions about your order, call 1-800-868-9327.

105317 404
© Philip Morris Inc. 1996



VIRGINIA SLIMS

For sizing information,
see order form.

Trend Report Spring '96:

Think

60s
mood

meets

90s
modern.



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



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Get Hip... to the lady.

Virginia Slims



wear

Free
with pack UPCs.

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THE SIGNATURE JACKET
Cut with a soft curve at the hips,
it's the season's new length,
zipped up and slicked up in red
or black patent vinyl. Pair this
cool hipster with a pencil
skirt or cigarette pants
and you don't just wear
it, you flaunt it.

Wipe clean. Sizes:
S(6-8); M(10-12);
L(14-16); XL(18).
FREE with 225
pack UPCs.





Think
lady of mystery.

And always
keep 'em
guessing.



SHADES OF THE 60s

Just the thing to wear when you want to avoid your adoring public. (Or maybe you just like to keep 'em guessing.) With UV coated lenses in black, white or tortoise with black patent vinyl hard case. FREE with 40 pack UPCs.



THE SOPHISTICATED SCARF

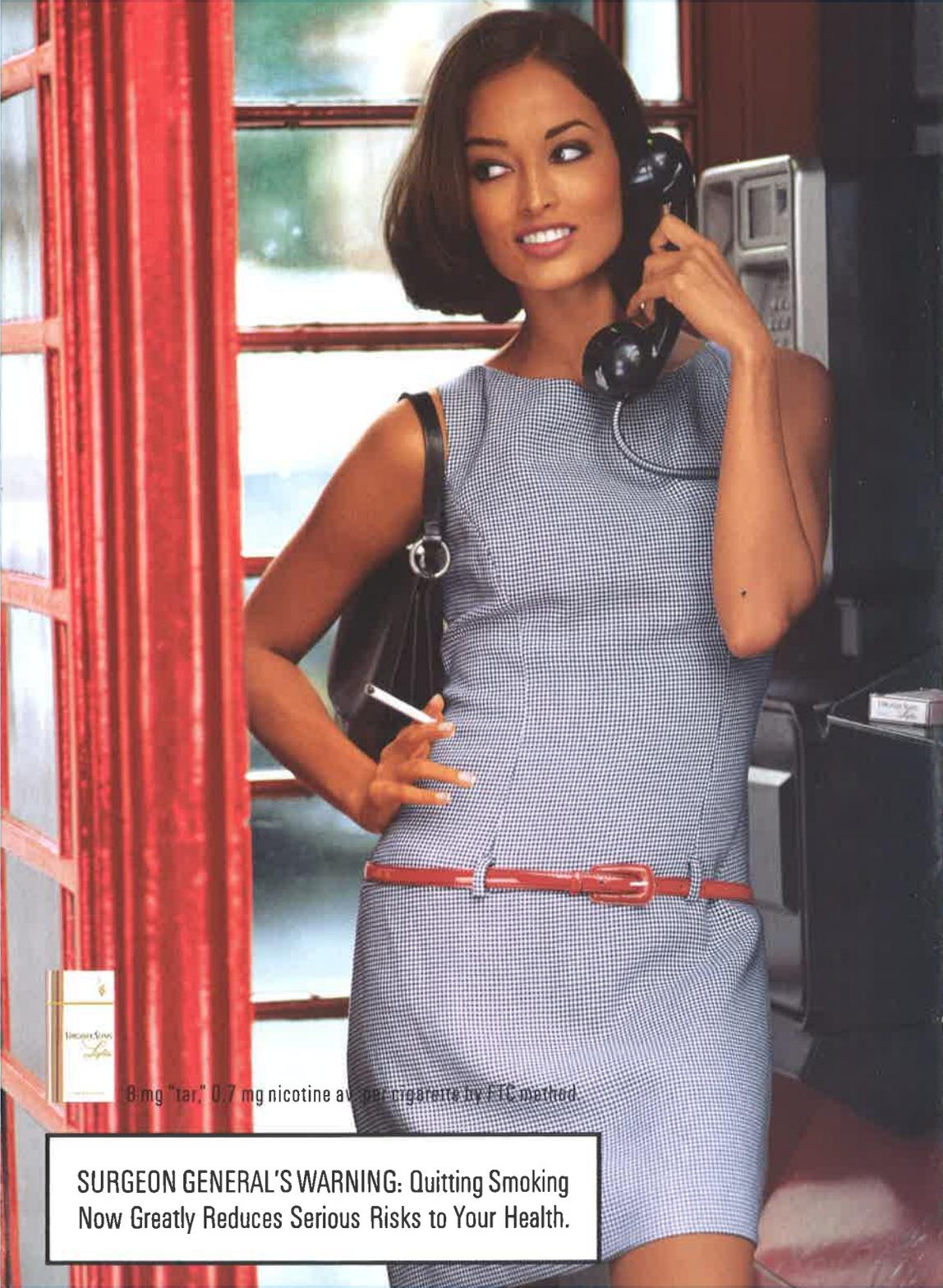
With butterflies and flowers gone bold and graphic, this silk scarf is the one essential piece you need to wrap up your style this Spring. Wear it low on the hips, as a stylish wrap around your head, knotted to a great bag... with a scarf this versatile, anything goes. 100% silk twill, 36" x 36". Dry clean. FREE with 80 pack UPCs.

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THE HIPPER HEADBAND SET
A little bit wider and a little bit wilder in flashy patent, it's enough to make every day a good hair day. Set of two in white and black vinyl with drawstring pouch. One size fits all. FREE with 30 pack UPCs.

THE REFINED LIGHTER
A sleek, slim shape that fits your style and fits right in your hand. Brass body and cap finished in shiny black lacquer with VS logo. Refillable with wind-resistant colorless flame. FREE with 35 pack UPCs.



Take a new shine to a
classic shape.

THE SKINNY BELT SET
All eyes are on the waist this season. And the best way to define yours is with this super-skinny belt. Or sling it low and be a hipster. A set of three belts in black, red and white patent vinyl even comes with a matching drawstring bag. Sizes: 36" (fits 25-30" waist) or 42" (fits 31-36" waist or hips). FREE with 50 pack UPCs.



Virginia Slims



wear

Spring '96

marks the
return of the
lady.

Proper? **Yes.**
Prim? **Never.**

THE CLASSIC WHITE BLOUSE

Its sculpted shape and nouveau classic styling are the essence of elegance. Dress it up with a skirt or down with a favorite pair of close-fitting jeans — tuck it in or let it all hang out.

Made of easy-care 100% cotton piqué with self-covered buttons. Machine wash.

Sizes: S(6-8); M(10-12); L(14-16); XL(18). FREE with 90 pack UPCs.

Finding your best fit has never been easier. Check out our sizing chart on the order form.

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



**SURGEON GENERAL'S WARNING: Quitting Smoking
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PEARLS, PEARLS,
PEARLS
An 18" strand with
endless possibilities
— wear it all dressed
up or when you just
want to give casual
outfits an extra dose
of femininity. This
glass pearl necklace
even comes perfectly
paired with matching
stud clip-on earrings.
Simple. Elegant.
Always in style.
Comes with patent
vinyl pouch. FREE
with 55 pack UPCs.

Questions about
your order?
Call 1-800-868-9327.



Refined... totally redefined.



**PATENTLY V-WEAR
BAG AND WALLET**

A great shape
glossed up in
patent vinyl. Slung
by the removable
shoulder strap or
carried by the
handle, this slick
little number even
comes with a
matching wallet so
you can pay your
own way in style.

FREE with
130 pack UPCs.

**SURGEON GENERAL'S WARNING: Quitting Smoking
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8 mg "tar," 0.7
mg nicotine av.
per cigarette by
FTC method.

A woman with short blonde hair, wearing a black turtleneck dress, is smiling and looking towards the camera. She is holding a bouquet of red roses in her left hand and a lit cigarette in her right hand. She has a black shoulder bag. The background is a blurred outdoor setting with colorful flowers and a building.

The little black dress...
It makes one
big
statement.

THE ESSENTIAL BLACK DRESS

There's no place you can't go with this little black dress, rendered in comfortable ribbed cotton knit. With a hemline that falls just at the knee and minimal cap sleeves, wear it on its own, pair it with a jacket or cinch it with a skinny belt (available in this catalog). Machine wash.

Sizes: S(6-8); M(10-12);
L(14-16); XL(18).

FREE with 150 pack UPCs.

For sizing information,
see order form.

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

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TAKE-ANYWHERE
MAKE-UP BAG SET

You have different purses for different uses — why not the same for make-up bags? Pack the large one in a suitcase for that cross-country trip and use the smaller ones for purse, desk or gym bag. Set of three patent bags rendered in sleek vinyl: 12" x 8"; 8" x 8 3/4"; and 4 1/2" half-round. FREE with 45 pack UPCs.



Getting away

has never looked so good.

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

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THE SLICKER BEACH
BAG AND TOWEL
Sporty and chic, this yellow patent vinyl tote takes you anywhere you want in a brightened-up style that's clear. Throw in the matching 100% cotton beach towel with embossed VS logo and there's no ray you can't catch. Drawstring enclosure and shoulder strap. FREE with 65 pack UPCs.

Questions about your order?
Call 1-800-868-9327.



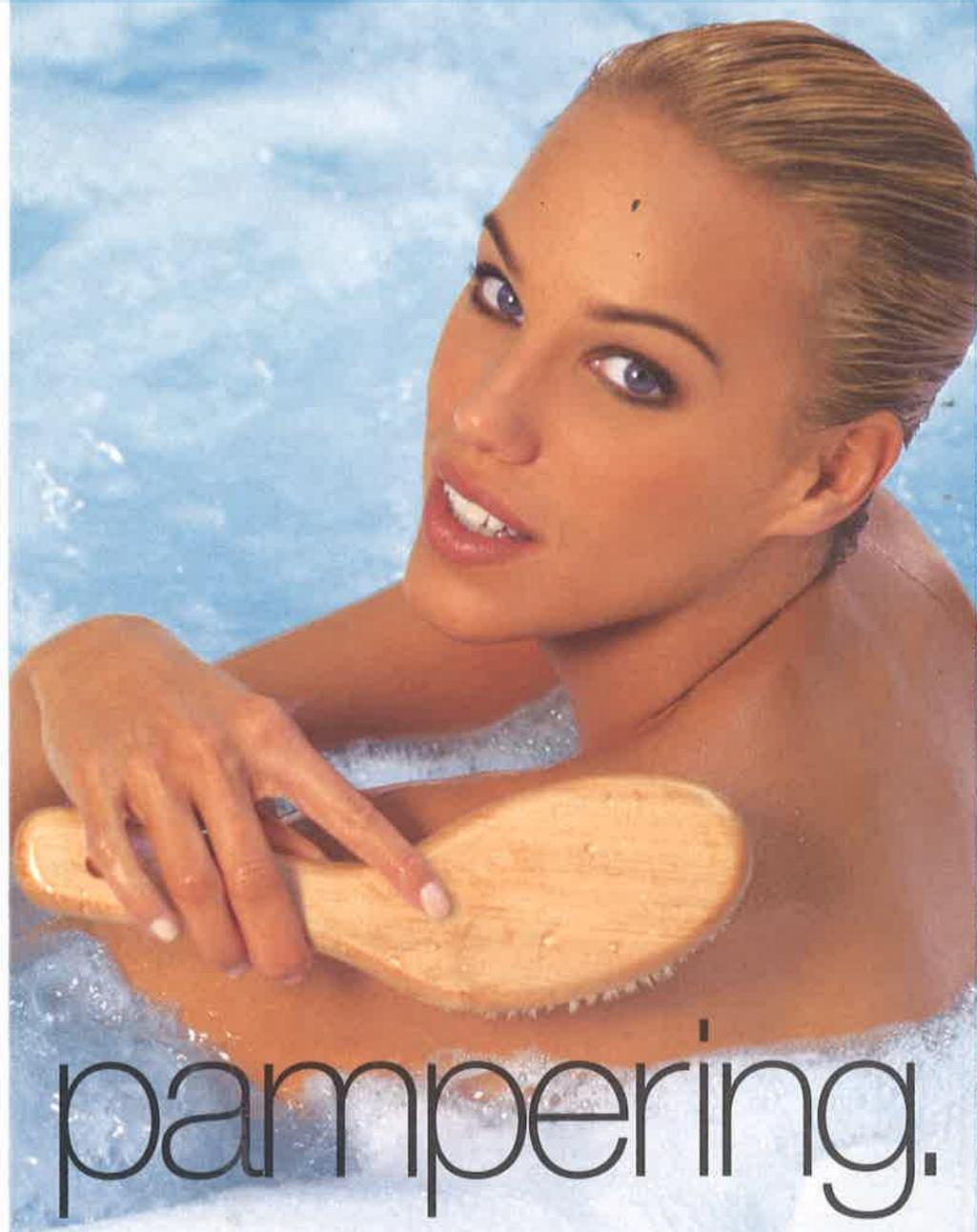


THE PAJAMA GAME
Perfect to lounge in while he makes you breakfast in bed. Button-up top and elastic waist with drawstring bottom with stripes that boldly ask the question, "Who cares who wears the pants?" Cut in a roomy men's style with three pockets and piping trim, it pampers you in relaxed comfort. Poly/cotton. Machine wash. Sizes: S(6-8); M(10-12); L(14-16); XL(18). FREE with 100 pack UPCs.

For sizing information, see order form.

Slip into something...

PAMPERING SPA
Sponge, textured bath gloves, loofa, bath pillow and more. It's an entire Euro-spa for your home, so you won't have to travel far when you want to leave the world behind. Eight items in all, neatly housed in a wire basket. FREE with 70 pack UPCs.



pampering.

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



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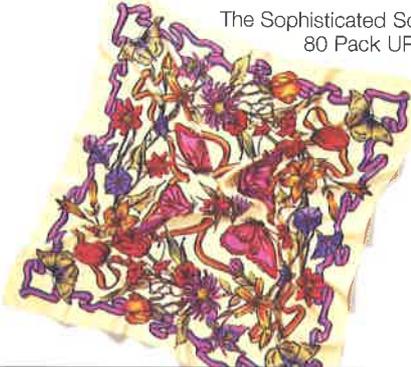
The Signature Jacket
225 Pack UPCs



Shades of the 60s
40 Pack UPCs each



The Sophisticated Scarf
80 Pack UPCs



The Refined Lighter
35 Pack UPCs



The Hipper Headband Set
30 Pack UPCs



The Skinny Belt Set
50 Pack UPCs



The Classic
White Blouse
90 Pack UPCs



Pearls, Pearls, Pearls
55 Pack UPCs



Patently V-Wear
Bag and Wallet
130 Pack UPCs



The Essential Black Dress
150 Pack UPCs



The Slicker Beach Bag
and Towel
65 Pack UPCs



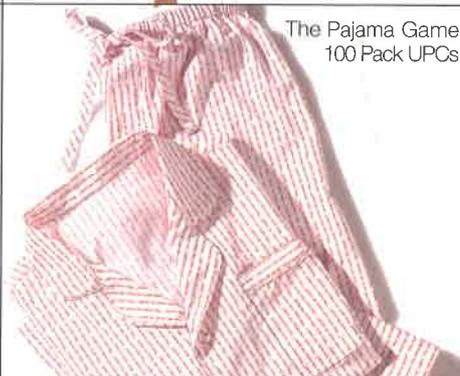
Take-Anywhere
Make-Up Bag Set
45 Pack UPCs



Pampering Spa
70 Pack UPCs



The Pajama Game
100 Pack UPCs



The Picture Perfect
Camera
195 Pack UPCs
(Shown on
back cover)





To get hip quick...just tear,
order and wear.

Order in 3 easy steps



1

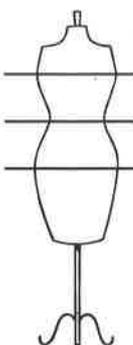
Fill out this order form completely. Must include signature and birth date. No copies accepted.
Offer expires and orders must be postmarked by 6/30/96.

2

Include appropriate number of Virginia Slims **pack UPCs** (no carton UPCs will be accepted).
Excess UPCs will not be returned. Use chart to determine shipping/handling fees and include
check or money order (no cash, please) payable to Virginia Slims V-Wear.

3

Mail in an envelope to: Virginia Slims V-Wear, P.O. Box 8163, Dover, DE 19905-8163.
Be sure to put proper postage on your envelope. **Allow 10-12 weeks for delivery.**
Limit: no more than 2 of any one item. Maximum 12 items per person.



Here's how to get the best fit

Bust - Measure under arms and around fullest part of the chest.

Waist - Measure around waistline, keeping the tape measure a little loose.

Hips - Measure around fullest part of hips while standing.

SIZE	S (6-8)	M (10-12)	L (14-16)	XL (18)
Bust	33-35	36-38	39-41	42-44
Waist	25-27	28-30	31-33	34-36
Hips	36-38	39-41	42-44	45-47

Any questions about sizing? Call 1-800-868-9327.

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Order Form

	Quantity	Pack UPCs per item	Total pack UPCs
Black Jacket S		225	
Black Jacket M		225	
Black Jacket L		225	
Black Jacket XL		225	
Red Jacket S		225	
Red Jacket M		225	
Red Jacket L		225	
Red Jacket XL		225	
Black Sunglasses		40	
White Sunglasses		40	
Tortoise Sunglasses		40	
Belt Set 36"		50	
Belt Set 42"		50	
Print Scarf		80	
White Blouse S		90	
White Blouse M		90	
White Blouse L		90	
White Blouse XL		90	
Handbag & Wallet		130	
Pearl Set		55	
Black Dress S		150	
Black Dress M		150	
Black Dress L		150	
Black Dress XL		150	
Lighter		35	
Headband Set		30	
Beach Bag & Towel Set		65	
Make-Up Bag Set		45	
Spa Kit		70	
Pajama Set S		100	
Pajama Set M		100	
Pajama Set L		100	
Pajama Set XL		100	
Camera		195	

Total Pack UPCs enclosed

SHIPPING & HANDLING is based on how many total pack
UPCs are enclosed in your order.

ITEMS MAY BE SHIPPED SEPARATELY.

1-100	\$3.50
101-250	\$6.50
251 or more	\$9.00

(Circle one)

Male Female
 Ms. Mrs. Mr.

Address _____

City _____

State _____ ZIP _____

Regular Brand Smoked _____

By responding to this offer and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to
receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal laws.

Signature X _____ Birth Date _____ / _____ / _____
(required) (required)

Today's Date _____ / _____ / _____ Phone # () _____

Offer limited to smokers 21 years of age or older. Offer good in USA only. Catalog offer void in Kansas and where otherwise
prohibited. Postage may vary according to weight of your envelope. Please check with post office to ensure you've affixed
proper postage. Offer void to the employees of Philip Morris and its advertising agencies. Philip Morris is not responsible
for postage-due, lost, mutilated or misdirected mail. No group or organization orders will be honored.