

# VIRGINIA SLIMS CLUB

9999999999999999  
Ms. Sample A Sample  
1234 Main Street  
Anytown, US 12345-1615

Dear Sample,

Virginia Slims has always had a fresh fashion point of view...and this season, we're bringing it **right off the runways and into your closet.**

From Edwardian dandy to maxed-out military, ruffled-up romance to retro-chic gone absolutely modern, **Virginia Slims V-Wear has everything... except a price tag.** And as a preferred Virginia Slims Club member, we wanted you to be the first to get in on it, before it debuts in top national magazines this March. Check out your advance copy of this great new catalog, and you'll find page after page of cutting edge fashions

## A private showing for members only.

that are all yours free with Virginia Slims pack UPCs (plus postage and handling). **We'll show you what to wear and how to wear it...**all you add is attitude.

So just use these coupons and start saving your UPCs to get into Virginia Slims V-Wear. You'll be one of the first to pick up on the only fashion collection that's **totally fresh...totally freestyle ...and all free with pack UPCs.**

Sincerely,

*Wendy*

Wendy Marin

**P.S.** Want a free gift? Take a minute to fill out the enclosed survey, affix this address label and send it back to us. And to make your Virginia Slims V-Wear order even easier, use the other label on your catalog order form.

### Survey address label

9999999999999999  
Ms. Sample A Sample  
1234 Main Street  
Anytown, US 12345-1615

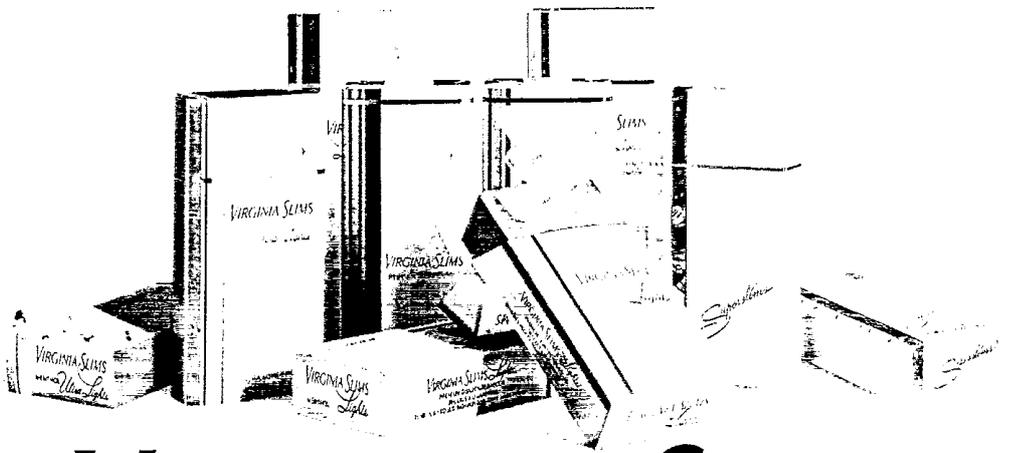
### Order form address label

9999999999999999  
Ms. Sample A Sample  
1234 Main Street  
Anytown, US 12345-1615

2043025719A

For a preview of our  
exclusive fashion  
collection... Consider  
this your  
front row  
seat.

2043025719



# VIRGINIA SLIMS

Superslims & Ultra Lights Menthol: 6 mg "tar," 0.4 mg nicotine—  
Ultra Lights: 6 mg "tar," 0.5 mg nicotine—Lights 100's: 9 mg "tar,"  
0.7 mg nicotine—120's & 100's Regular: 15 mg "tar," 1.1 mg nicotine—  
100's Menthol: 15 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

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

2043025720A



2043025721

MANUFACTURER'S COUPON EXPIRES 7/31/94

**\$1.00** off  
four packs  
or one  
carton of  
any style  
virginia  
slims

Consumer: Limit one coupon per purchase. Not to be transferred, sold, or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed, or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., P.O. Box 7500, Kansas City, MO 64602.



MANUFACTURER'S COUPON EXPIRES 7/31/94

**\$2.00** off  
one  
carton  
of any  
style  
virginia  
slims

Consumer: Limit one coupon per purchase. Not to be transferred, sold, or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed, or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., P.O. Box 7500, Kansas City, MO 64602.



# If your friends only knew...

**all the hot deals and cool cash savings we've got to offer.**  
**Please give this card to a friend to fill out.**

Limited to smokers 21 years of age or older.

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

\_\_\_\_\_ (brand)

2. Is your regular brand...? (Check one.)  
 Regular/King Size    100s    120s

3. Is your regular brand...? (Check one.)  
 Menthol    Non-Menthol

4. Is your regular brand...? (Check one.)  
 Filter    Non-Filter

5. Is your regular brand...? (Check one.)  
 Lowest/1 mg. Tar    Medium  
 Ultra/Extra Low Tar    Full Flavor  
 Light/Mild

6. Do you usually buy it by the...? (Check one.)  
 Pack    Carton    Both Ways

7. How long have you smoked this brand?  
 Less than 1 year    3 to 5 years  
 1 to 2 years    Over 5 years  
 2 to 3 years

8. What, if any, was your previous brand?  
 \_\_\_\_\_ (brand)

9. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)  
 Go to another store to buy my regular brand.  
 Buy another type or length of my regular brand.  
 Wait until the store has my regular brand.  
 Buy a different brand entirely.

10. Which of the following statements best describes the way you use cigarette coupons? (Check one.)  
 I use almost any cigarette coupon I get.  
 I occasionally use coupons for cigarettes, even if they are not for my regular brand.  
 I only use coupons if they are for my regular brand.  
 I never use coupons to buy cigarettes.

11. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Alpine          | <input type="checkbox"/> Kool           | <input type="checkbox"/> Salem               |
| <input type="checkbox"/> Basic           | <input type="checkbox"/> Malibu         | <input type="checkbox"/> Savannah            |
| <input type="checkbox"/> Benson & Hedges | <input type="checkbox"/> Marlboro       | <input type="checkbox"/> Sterling            |
| <input type="checkbox"/> Bristol         | <input type="checkbox"/> Merit          | <input type="checkbox"/> Style               |
| <input type="checkbox"/> Cambridge       | <input type="checkbox"/> Misty          | <input type="checkbox"/> Store Brand/Generic |
| <input type="checkbox"/> Capri           | <input type="checkbox"/> Monarch        | <input type="checkbox"/> Superlincs          |
| <input type="checkbox"/> Carlton         | <input type="checkbox"/> Montclair      | <input type="checkbox"/> Virginia Slims      |
| <input type="checkbox"/> Dorat           | <input type="checkbox"/> More           | <input type="checkbox"/> Winston             |
| <input type="checkbox"/> Eve             | <input type="checkbox"/> Newport        | <input type="checkbox"/> Other _____ (brand) |
| <input type="checkbox"/> GPC             | <input type="checkbox"/> Newport Strips | <input type="checkbox"/> None                |

12. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in the exact number of packs for each brand below.  
 Note: 1 carton = 10 packs.)

Brand Name	# of Packs
_____	_____
_____	_____
_____	_____
_____	_____

13. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

	Frequently	Occasionally	Never
I look for special offers for my regular brand...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I take advantage of special offers for brands other than my regular brand...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Which of the following best describes you? (Check one.)  
 White    African American    Hispanic    Asian  
 American Indian    Other \_\_\_\_\_

Survey must be postmarked by 3/31/94.  
 No facsimiles accepted.

**2043025722**

Female    Male

Ms.    Mrs.    Mr. \_\_\_\_\_

Address \_\_\_\_\_ Apt. # \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone Number (\_\_\_\_\_) \_\_\_\_\_

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

Signature \_\_\_\_\_ Birth Date \_\_\_\_\_ (required)

2043025722

**Fold in half. Moisten and seal here.**



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**  
FIRST CLASS MAIL PERMIT NO. 206 KANKAKEE, IL

POSTAGE WILL BE PAID BY ADDRESSEE

Virginia Slims Refer-A-Friend Survey  
Promotional Service Center  
P.O. Box 6519  
Kankakee, IL 60901-6519



2043025723

