

Important news for ultra low tar smokers.

Merit Ultra- Lights Here!

Now the MERIT idea has been introduced at only 4 mg tar—New MERIT Ultra Lights. A milder MERIT for those who prefer an ultra low tar cigarette.

New MERIT Ultra Lights. It's going to set a whole new taste standard for ultra low tar smoking.

Only
4 mg tar
Regular &
Menthol



MERIT
Ultra Lights

4 mg "tar," 0.4 mg nicotine av. per cigarette by FTC Method

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

© Philip Morris Inc. 1981