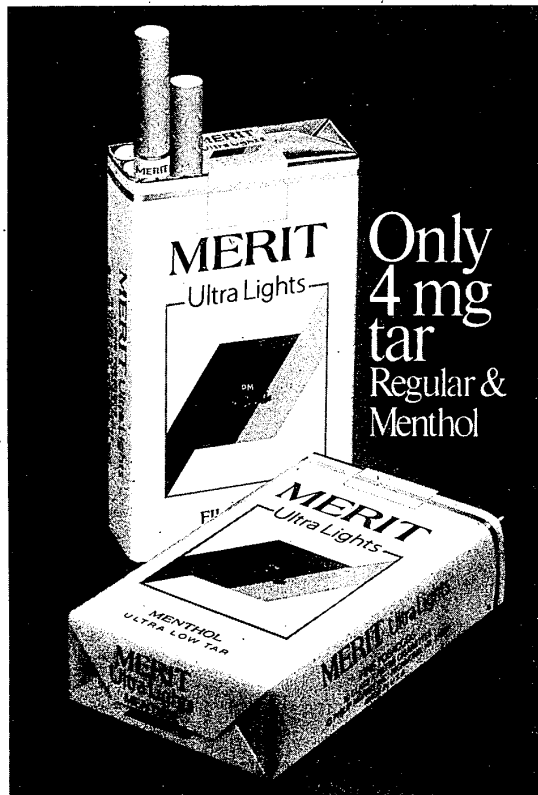


Merit Ultra Lights Setting New Taste Standard.



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.

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.