

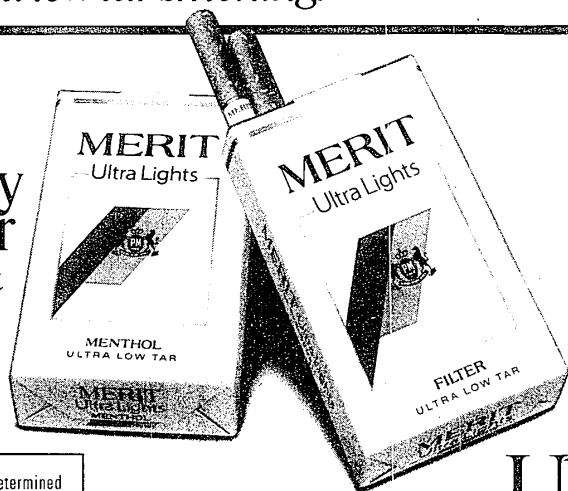
Important news for ultra low tar smokers.

# 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. 1991