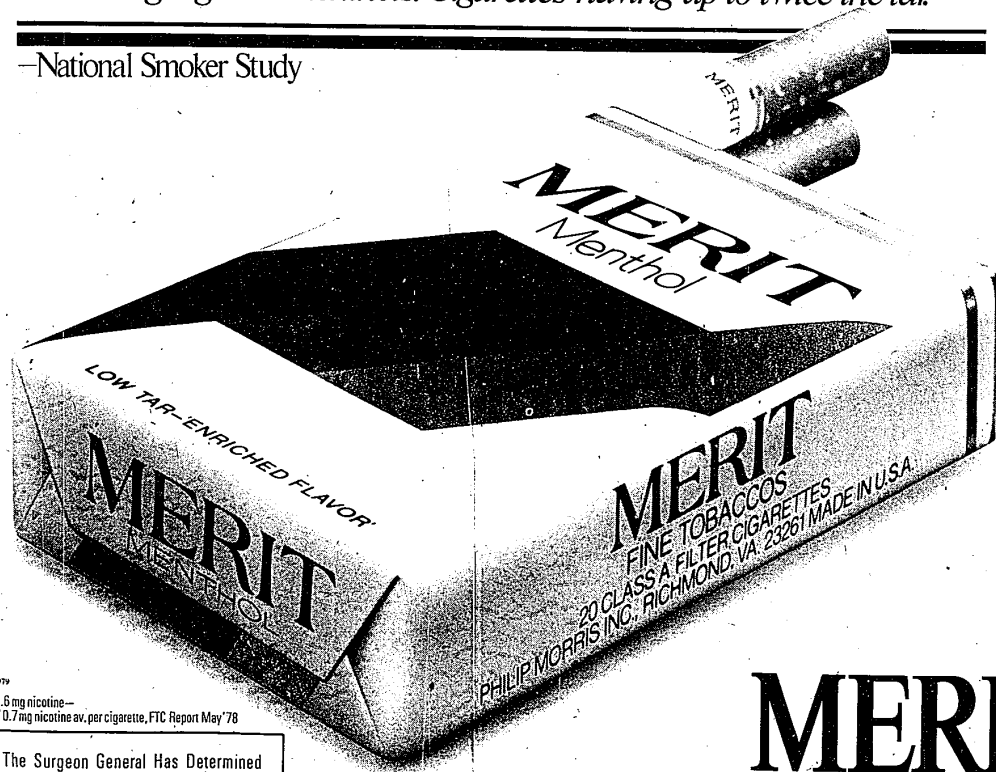


Sweeping Praise For Merit Menthol!

"The overwhelming majority of menthol smokers reported that low tar MERIT MENTHOL delivered taste equal to—or better than—leading high tar menthols. Cigarettes having up to twice the tar."

—National Smoker Study



© Philip Morris Inc. 1979
Kings: 8 mg "tar," 0.6 mg nicotine—
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78

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

MERIT

Kings & 100's