

# Merit Family Expands.



*Five years ago, MERIT started a whole new era in low tar smoking by delivering taste way out of proportion to tar.*

*Now the MERIT era surges ahead with MERIT ULTRA LIGHTS. A milder MERIT that's going to set a new taste standard for ultra low tar smoking.*

*MERIT and MERIT ULTRA LIGHTS. They're changing the future of smoking—today.*

## MERIT Ultra Lights

Ultra Lights: 4 mg "tar," 0.4 mg nicotine av. per cigarette by FTC Method  
Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette, FTC Report Dec. '79

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