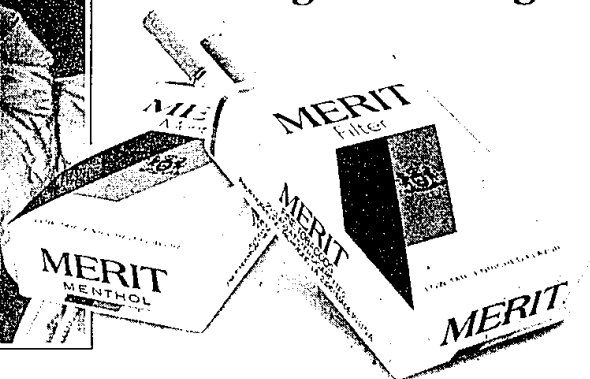


Reach for a world of flavor.

MERIT



The low-tar cigarette
that changed smoking.



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

8 mg "tar," 0.6 mg nicotine av. per cigarette. FTC Report Mar. 83

© Philip Morris Inc. 1983