



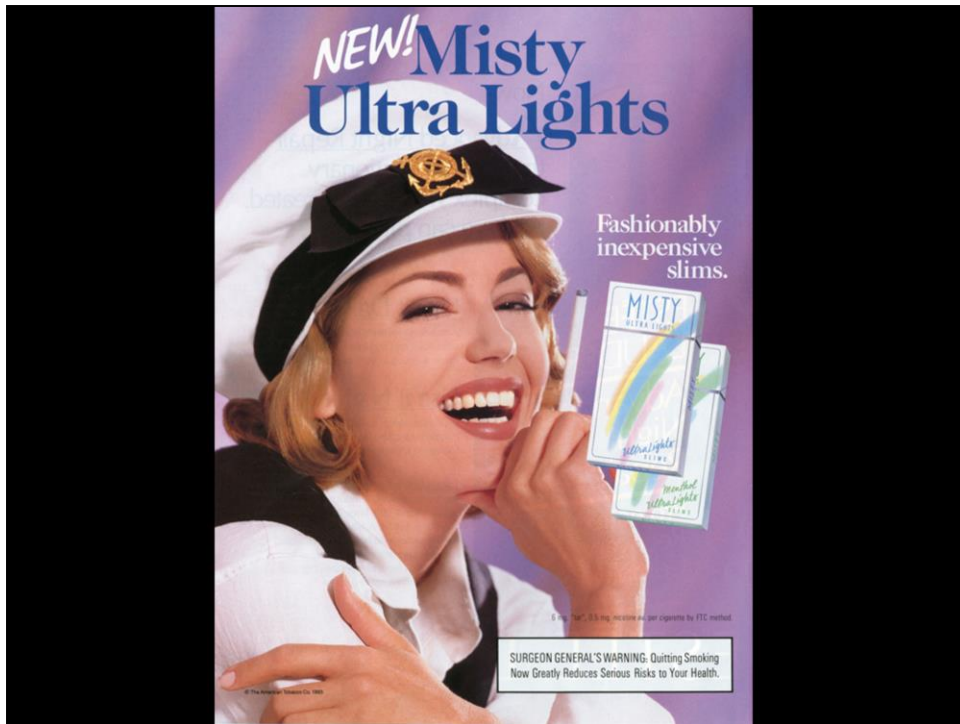






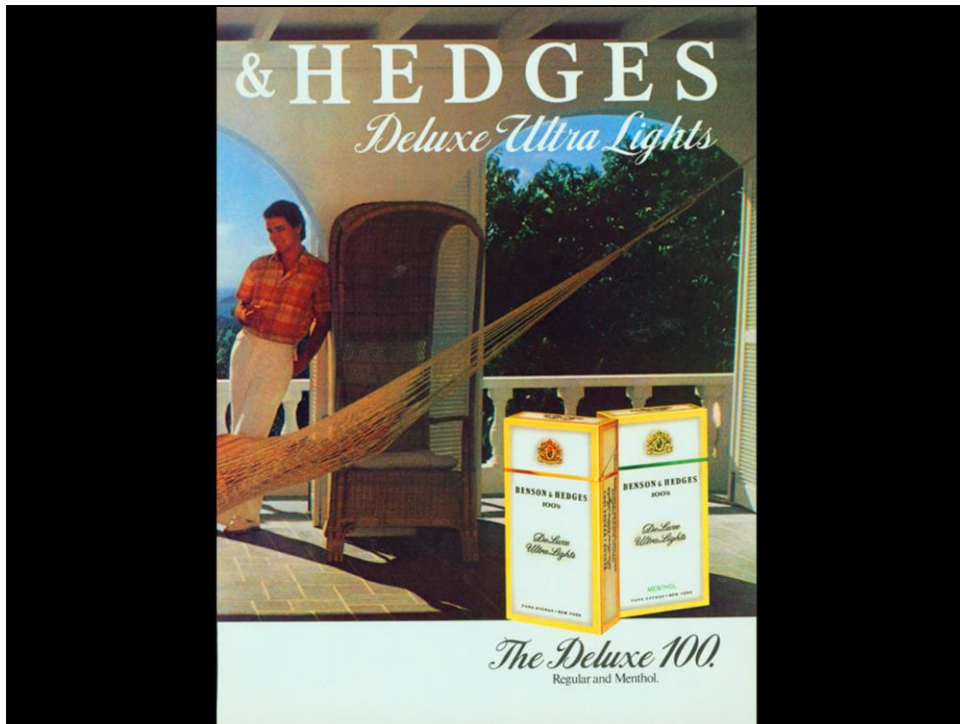












NEW VANTAGE ULTRA LIGHTS

INTRODUCING
ULTRA TASTE —
AT ULTRA LOW TAR.



Ultra taste. Never-before, silk smooth, truly satisfying taste—in an ultra low tar cigarette!

(And we do mean ultra low. At only 6 mg of tar, it's lower than 90% of all the cigarettes that people buy.)

How is it possible?
Through a unique blend of very select, flavorful tobaccos.

That's the Ultra Cigarette — new Vantage Ultra Lights from Vantage.



ONLY 6 mg tar

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

8 mg "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

NEW VANTAGE ULTRA LIGHTS

INTRODUCING
ULTRA TASTE—
AT ULTRA LOW TAR.



Ultra taste. Never-before, silk smooth, truly satisfying taste—in an ultra low tar cigarette!

(And we do mean ultra low. At only 6 mg of tar, it's lower than 90% of all the cigarettes that people buy.)

How is it possible?
Through a unique blend of very select, flavorful tobaccos.

That's the Ultra Cigarette—new Vantage Ultra Lights from Vantage.



ONLY 6 mg tar

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

6 mg "tar", 0.6 mg. nicotine av. per cigarette by FTC method.



Yo.

It doesn't take fancy, polysyllabic words to describe Merit Ultra Lights. The simplest utterances will suffice. Like "Gee!" for the ultra low tar numbers. Or "Oh, my!" for the unexpected taste. No, when you're one of the fastest growing brands in America you don't need a lot of overblown, overstuffed, self-congratulatory yakyak to impress people. Don't you agree?

Yep.

Enriched Flavor,[™] ultra low tar. A solution with Merit.



Merit Ultra Lights

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

© Philip Morris Inc. 1995
Kings: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.







Important news for ultra low tar smokers.

Merit Announces New Merit Ultra Lights!

*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



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

© Philip Morris Inc. 1991
4 mg "tar," 0.4 mg nicotine
av. per cigarette by FTC Method

MERIT
Ultra Lights

Important news for ultra low tar smokers.

Merit Ultra-Lights!

*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



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

MERIT
Ultra Lights

Important news for ultra low tar smokers.

Merit Adds New Merit Ultra- Lights!

*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



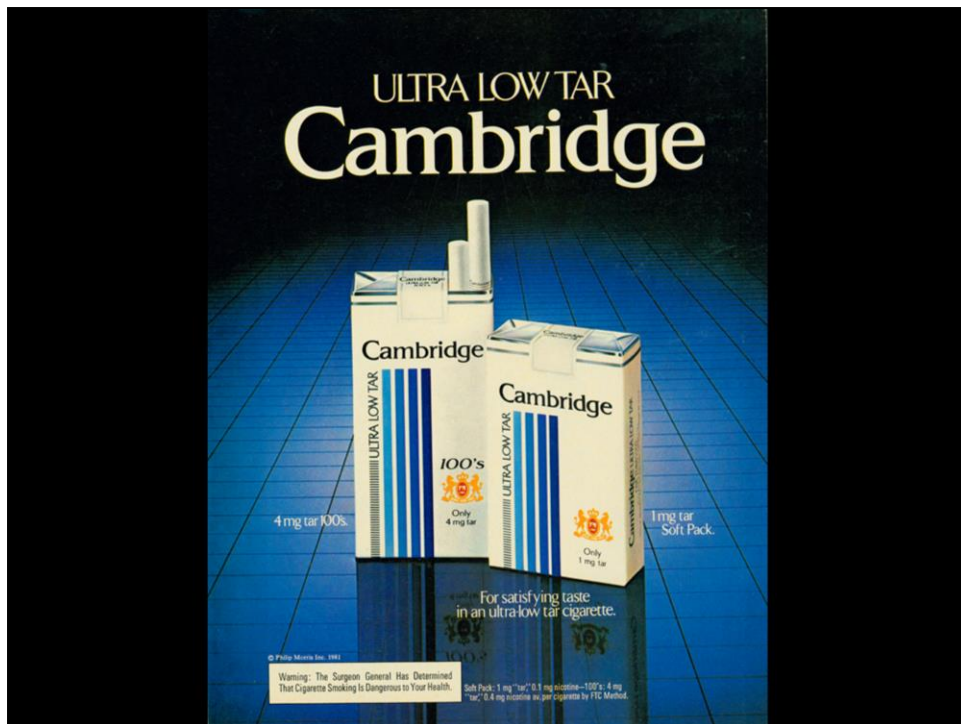
Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1993
4 mg "tar," 0.4 mg nicotine
av. per cigarette by FTC Method

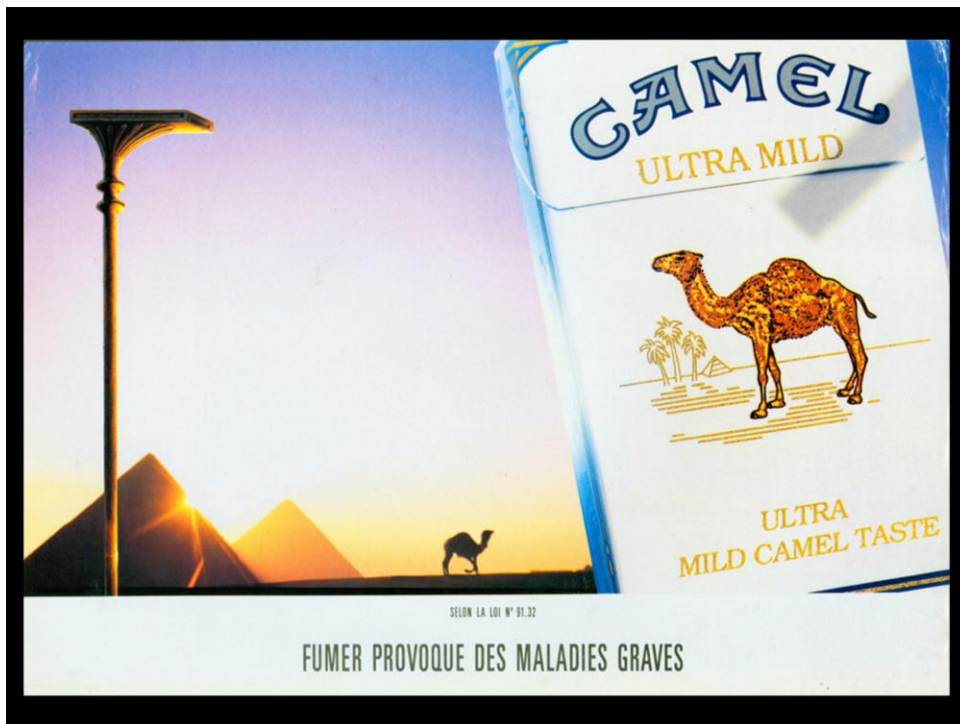
MERIT
Ultra Lights

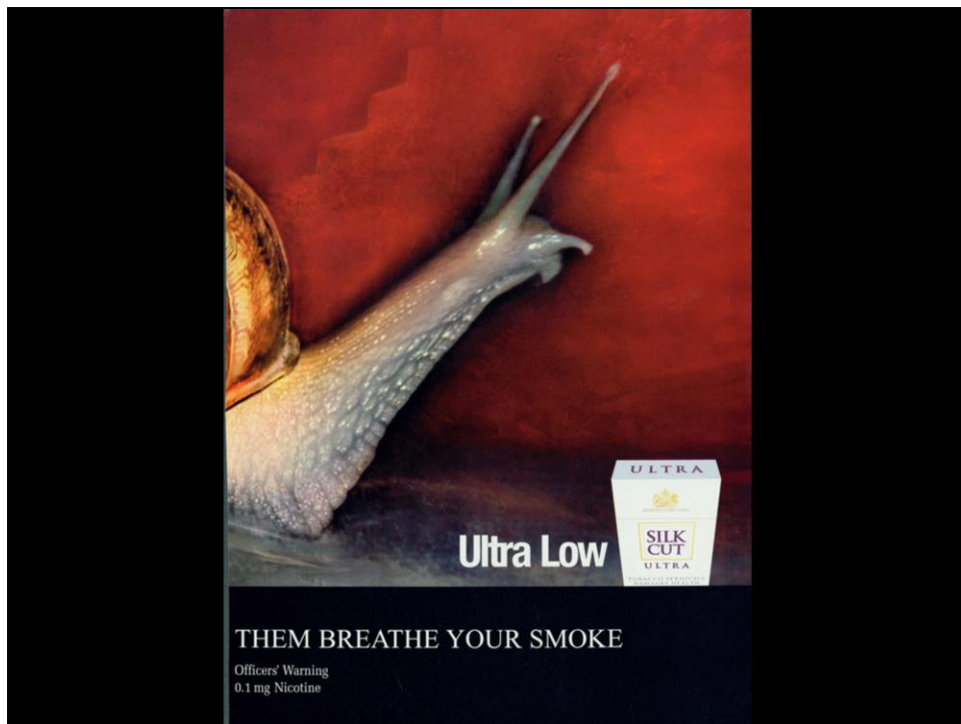






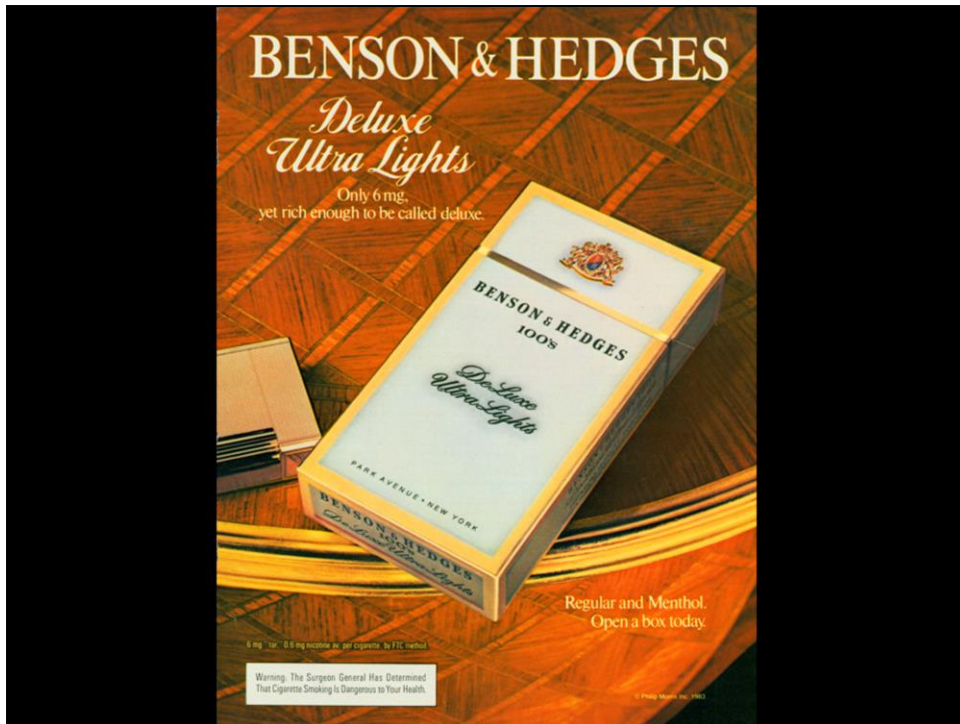












BENSON & HEDGES
Deluxe Ultra Lights

5 mg "tar," 0.5 mg nicotine av. per cigarette, FTC Report Mar '88.

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

The Deluxe 100.
Regular and Menthol.

The advertisement is a split-panel image. The left panel shows a daytime scene of a swimming pool with two people relaxing on lounge chairs under a white umbrella. The right panel shows a nighttime scene of the same pool with a table and chairs under a white umbrella. In the bottom right corner, two packs of Benson & Hedges Deluxe 100 cigarettes are displayed, one for Regular and one for Menthol.





