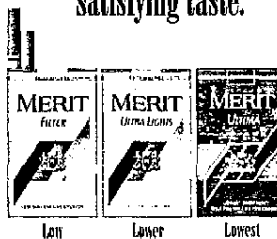




do it!

You can switch
down to lower tar
and still get
satisfying taste.



© Philip Morris Inc. 1993

Ultras: 1 mg. tar, 0.1 mg. nicotine av. Ultra Lights: 5 mg. tar, 0.6 mg. nicotine av.
Kings: 9 mg. tar, 0.8 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

You've
got
MERIT

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