

Important news for ultra low tar smokers.

Merit Launches 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



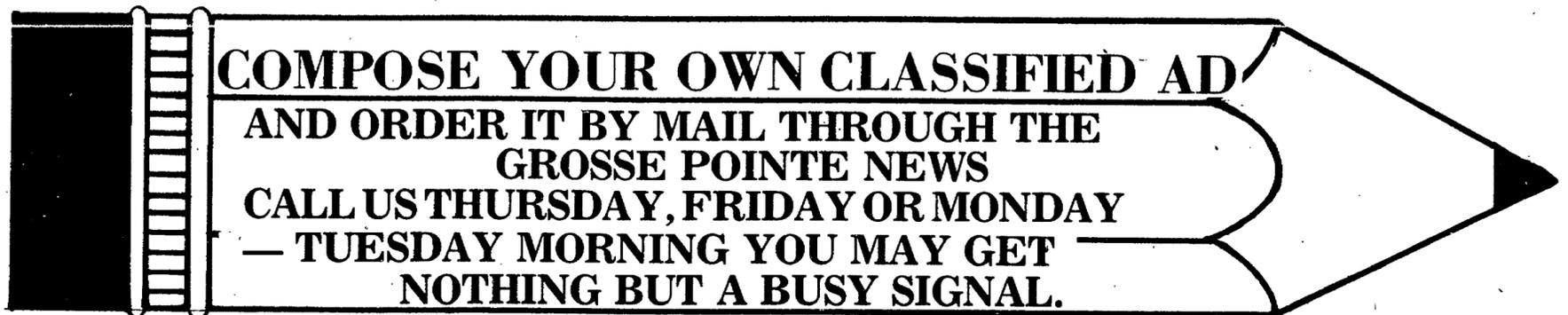
MERIT Ultra Lights

4 mg "tar," 0.4 mg nicotine av. per cigarette by FTC Method

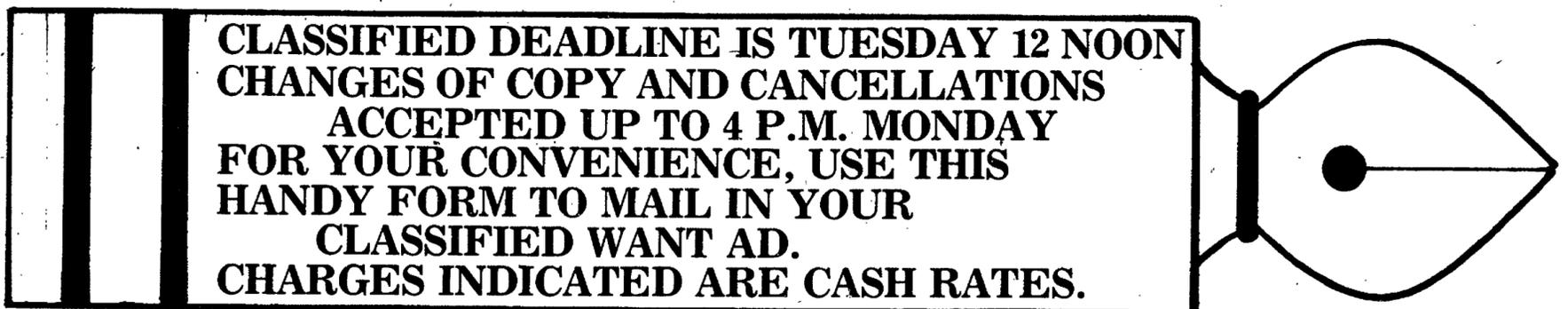
Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1981

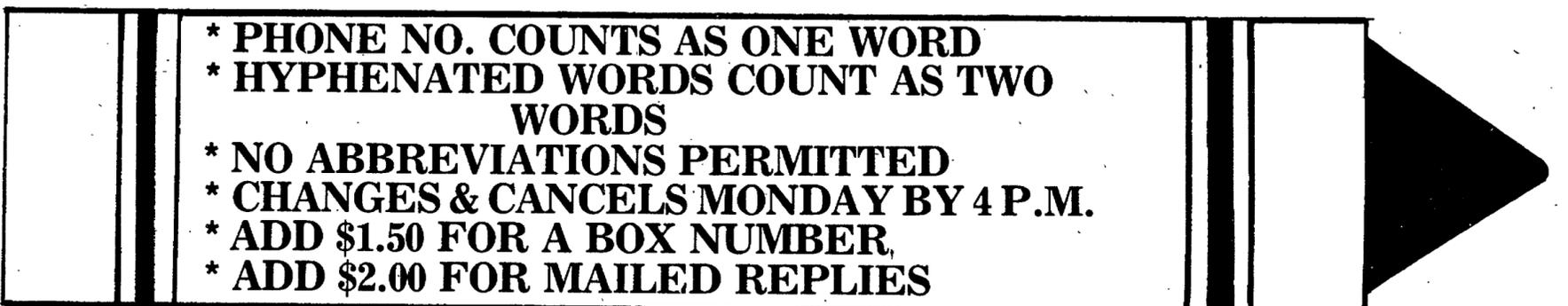
BE CREATIVE



**COMPOSE YOUR OWN CLASSIFIED AD
AND ORDER IT BY MAIL THROUGH THE
GROSSE POINTE NEWS
CALL US THURSDAY, FRIDAY OR MONDAY
— TUESDAY MORNING YOU MAY GET
NOTHING BUT A BUSY SIGNAL.**



**CLASSIFIED DEADLINE IS TUESDAY 12 NOON
CHANGES OF COPY AND CANCELLATIONS
ACCEPTED UP TO 4 P.M. MONDAY
FOR YOUR CONVENIENCE, USE THIS
HANDY FORM TO MAIL IN YOUR
CLASSIFIED WANT AD.
CHARGES INDICATED ARE CASH RATES.**



- * PHONE NO. COUNTS AS ONE WORD
- * HYPHENATED WORDS COUNT AS TWO WORDS
- * NO ABBREVIATIONS PERMITTED
- * CHANGES & CANCELS MONDAY BY 4 P.M.
- * ADD \$1.50 FOR A BOX NUMBER
- * ADD \$2.00 FOR MAILED REPLIES

---WANT AD ORDER FORM---

Schedule my GROSSE POINTE NEWS Want Ad for

Date _____ Classification Desired _____

Enclosed is my check or money order for \$ _____

NAME _____ ADDRESS _____

CITY _____ ZIP _____ PHONE _____

Mail to: Classified Advertising Dept. Grosse Pointe News, 99 Kercheval,
Grosse Pointe Farms, Mich. 48236

**WRITE YOUR AD BELOW OR ON A SEPARATE SHEET IF
NEEDED.**

Minimum Cost is \$2.90 for 12 Words — Additional Words 15¢

1	2	3	4	
5	6	7	8	
9	10	11	12	2.90
13	3.05 14	3.20 15	3.35 16	3.50
17	3.65 18	3.80 19	20	4.10
21	4.25 22	4.40 23	4.55 24	4.70
25	4.85 26	5.00 27	5.15 28	5.30
29	5.45 30	5.60 31	5.75 32	5.90 etc.

