

Merit Challenges Entire Low Tar Field To Match Taste.

**'Enriched Flavor' tobacco makes MERIT
unique among low tar cigarettes.**

For years, smokers have been promised good taste at low tar.

Yet despite the promises, the products just didn't measure up. Regardless of special filters and baffles, low tar cigarettes just couldn't deliver.

Until MERIT. Until work began on the tobacco end of smoking.

By cracking cigarette smoke down into separate elements, researchers were able to isolate certain flavor-rich ingredients that deliver taste way out of proportion to tar.

The result was 'Enriched Flavor' tobacco. Tobacco that delivers the kind of taste smokers can switch to. And stick with.

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Kings: 8 mg. "tar," 0.5 mg. nicotine av. per cigarette, FTC Report Dec. '76
100's: 12 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC Method.

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

If you smoke, you'll be interested.

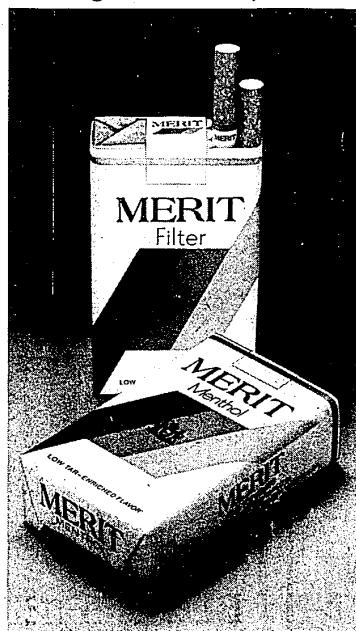
Tests Prove Taste

MERIT and MERIT 100's were both tested against a number of higher tar cigarettes. The results proved conclusively that 'Enriched Flavor' tobacco does boost taste without the usual increase in tar.

Overall, smokers reported they liked the taste of both MERIT and MERIT 100's as much as the taste of the higher tar cigarettes tested.

Cigarettes having up to 60% more tar!

Only one cigarette has 'Enriched Flavor' tobacco. And you can taste it.



REGULAR & MENTHOL

MERIT

Kings & 100's