

Merit Breakthrough Remains Unduplicated.

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

Since the introduction of MERIT, a number of other low tar brands have come along. But MERIT remains unique—the only low tar cigarette with 'Enriched Flavor' tobacco.

MERIT delivers what others can only promise: the flavor of higher tar cigarettes. The kind of flavor made possible by a breakthrough in tobacco technology.

Here's how it was done:

By cracking cigarette smoke down into separate elements, researchers were able to isolate certain flavor-rich ingredients that delivered

taste way out of proportion to tar.

These flavor essentials were then packed into MERIT, giving it extraordinary flavor.

Taste tests against a number of higher tar cigarettes proved it.

Overall, smokers reported they liked the taste of MERIT and MERIT 100's as much as the taste of the higher tar cigarettes tested. Cigarettes with up to 60% more tar!

Only one cigarette has 'Enriched Flavor' tobacco.

And you can taste it.



REGULAR and MENTHOL

MERIT

Kings & 100's

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.