

Merit 100's Here!

MERIT taste science applied to new low tar 100mm cigarette with impressive results.

The MERIT breakthrough technology that produced a whole new taste standard in low tar smoking has now been applied to a 100mm cigarette.

New MERIT 100's. Only 12 mg. tar. Yet packed with 'Enriched Flavor' tobacco. Tobacco fortified with certain key flavor-rich ingredients isolated in cigarette smoke and *proven* to deliver taste way out of proportion to tar.

If you smoke but haven't chosen to take advantage of the MERIT breakthrough because you prefer a longer length cigarette, you'll be interested.

Kings: 9 mg. tar, 0.7 mg. nicotine—
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.



MERIT & MERIT MENTHOL: KINGS & 100's

Because now you have your MERIT, too. Read the test results for yourself.

Test Data Conclusive

New 12 mg. tar MERIT 100's were taste-tested against a number of major 100mm brands ranging from 17 mg. to 19 mg. tar.

Thousands of smokers were tested. The results: *overall, they liked the taste of MERIT 100's as much as the higher tar 100mm brands tested.*

MERIT and MERIT MENTHOL. King Size and new 100's.

The taste barrier for low tar smoking has been broken again.

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MERIT 100's