

Merit Taste Key To Success!

'Enriched Flavor'™ cigarette sparks whole new taste era in low tar smoking.

A few years ago, most smokers agreed: low tar meant low taste.

Then along came MERIT and a whole new taste idea called 'Enriched Flavor' tobacco. And the "low tar, low taste" theory was exploded. Exploded with proven taste in a new low tar cigarette.

No other new cigarette in the last 20 years has attracted so many smokers as quickly as MERIT!

It's clear: MERIT taste is changing attitudes towards low tar smoking.

MERIT
Kings & 100's



REGULAR and MENTHOL

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

Kings: 8 mg "tar," 0.6 mg nicotine—
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78