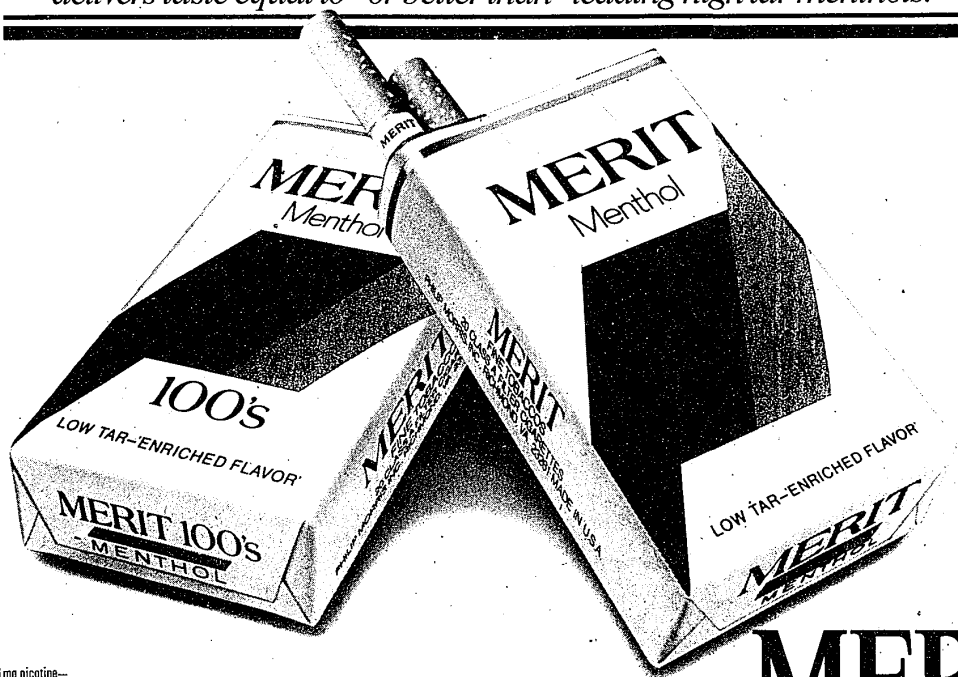


Menthol Smokers Turn To Merit.

Demand for low tar MERIT MENTHOL continues to build as smokers discover what research has already proven—that MERIT MENTHOL delivers taste equal to—or better than—leading high tar menthols!



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Kings: 8 mg "tar," 0.6 mg nicotine—
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '79

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

MERIT

Kings & 100's