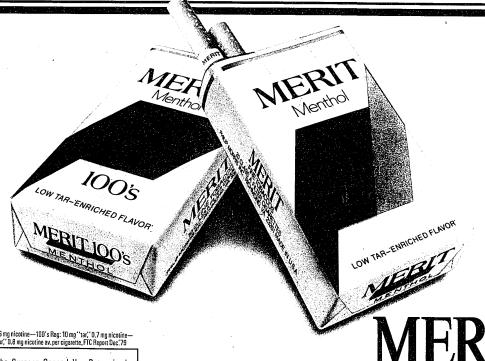
Merit Menthol

In extensive new testing, smokers compared leading high tar menthols and low tar MERIT MENTHOL. The result: Of the 95% stating a preference, 3 out of 4 smokers chose the MERIT MENTHOL low tar/good taste combination when tar levels were revealed.



Kings: 8 mg ''tar,'' 0.6 mg nicotine—100's Reg: 10 mg ''tar,'' 0.7 mg nicotine 100's Men: 11 mg ''tar,'' 0.8 mg nicotine av.per cigarette, FTC Report Dec! 79

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

Kings & 100's