

# Nothing Halfway About It.

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**MERIT-proven to equal the taste of leading  
cigarettes having up to twice the tar.**

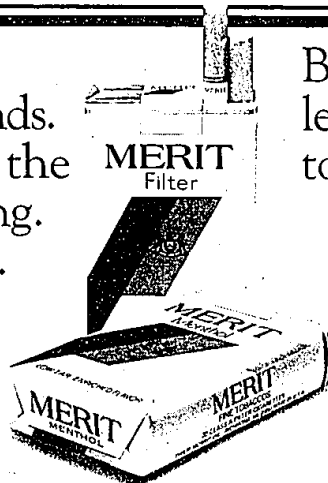
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The cigarette that  
changed two million minds.

The one that rewrote the  
book on cigarette-making.

The MERIT cigarette.

Made by actually  
boosting the taste you  
get out of smoking.



Boosting taste to equal  
leading cigarettes with up  
to twice the tar.

MERIT.

The 'Enriched Flavor.'  
cigarette.

There's nothing  
halfway about it.

# MERIT

**Kings & 100's**

© Philip Morris Inc. 1982

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

Kings: 7 mg "tar," 0.5 mg nicotine—100's Reg: 10 mg "tar," 0.7 mg nicotine—  
100's Men: 9 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report Dec. 81