

# The story you are about to read is true.

And we haven't changed any names, either. In a nationwide taste test, a majority of smokers rated Merit as good or better than Camel Filters, a full-flavor brand with twice as much tar as Merit. Enriched Flavor™ is the reason why. Only Merit has it, in both regular and menthol. Which is why Merit can deliver full, satisfying tobacco flavor with far less tar than Camel Filters. In fact, Merit delivers all that taste with even less tar than other leading light cigarettes!

Including Winston Lights. And Salem Lights. So taste Merit yourself. You'll find it truly remarkable.

Enriched Flavor,™ low tar. A solution with Merit.



**SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.**

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Kings: 8 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.