

Merit Cigarette Sets New Taste Standard.

Tests confirm low tar MERIT delivers flavor of higher tar cigarettes.

There is a way to get real taste from a cigarette without high tar.

Technology created it.

Taste tests proved it.

Smokers are confirming it.

In fact, 75% of all MERIT smokers are former high tar cigarette smokers—the toughest taste critics of low tar smoking.

MERIT—the cigarette packed with 'Enriched Flavor' tobacco—seems to be solving the smoker dilemma of having to choose between high tar or low taste.

If you smoke, you'll be interested.

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Kings: 8 mg. "tar," 0.5 mg. nicotine av. per cigarette, FTC Report Dec. 76
100's: 12 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC Method.

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

Tests Prove Taste

MERIT and MERIT 100's were both tested against a number of higher tar

cigarettes. The results proved conclusively that 'Enriched Flavor' tobacco *does* boost taste without the usual increase in tar.

Overall, smokers reported they liked the taste of both MERIT and MERIT 100's as much as the taste of the higher tar cigarettes tested.

Cigarettes having up to 60% more tar!

Only one cigarette has 'Enriched Flavor' tobacco.

And you can taste it.



REGULAR and MENTHOL

MERIT

Kings & 100's