

Merit Sparks Low Tar Boom!

'Enriched Flavor' tobacco seen as major factor in unprecedented smoker move to low tar.

Since its introduction, MERIT has become one of the most popular new cigarettes in twenty years.

A popularity largely responsible for a significant growth in low tar smoking.

The reason: 'Enriched Flavor' tobacco. Tobacco that delivers extra flavor without the usual corresponding increase in tar.

The kind of flavor smokers can switch to—and stick with.

Here are the taste-test results which show why smokers are switching to MERIT. 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.



REGULAR and MENTHOL

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.

MERIT

Kings & 100's