

Nothing Halfway About It.

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

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

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

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7 mg "tar," 0.5 mg nicotine av. per cigarette, FTC Report Dec '81