

# 'Enriched Flavor' Entry Outdates Conventional Low Tar Cigarettes.

New flavor discovery for 9 mg. tar MERIT achieves taste of cigarettes having 60% more tar.

Today there's a way to get real taste from a cigarette without high tar.

That's the report on a new taste discovery called 'Enriched Flavor'. A way to pack flavor—extra flavor—into tobacco without the usual corresponding increase in tar.

The cigarette packed with 'Enriched Flavor' is remarkable new MERIT.

And in tests involving thousands of smokers of filter cigarettes, the majority reported MERIT delivered more taste than five current leading low tar cigarettes having all the way up to 60% more tar.

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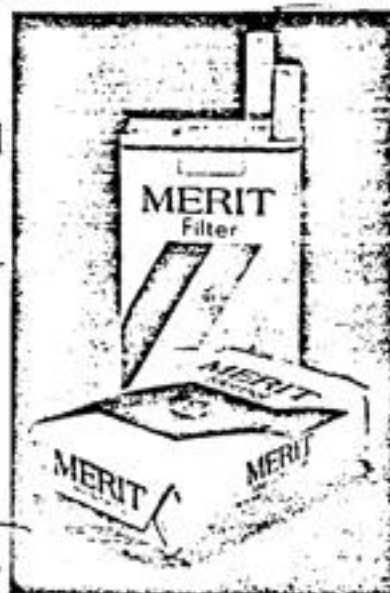
Repeat: delivered more taste.

In similar tests against 11 mg. to 15 mg. menthol brands, MERIT MENTHOL was reported to deliver as much—or more—taste than the higher tar brands tested.

You've been smoking "low tar, good taste" claims long enough.

Now smoke the cigarette. MERIT. Unprecedented flavor at 9 mg. tar.

One of the lowest tar levels in smoking today.



MERIT and MERIT MENTHOL

9 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC Method.

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

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