

*"Even if the cigarette tested
had 60% more tar than MERIT,
a significant majority of all
smokers tested reported
new 'Enriched Flavor' MERIT
delivered more taste."*

—American Institute of Consumer Opinion

Extensive taste-testing with thousands of smokers shows 'Enriched Flavor' MERIT delivers more taste than higher tar brands.

The bottom line was conclusive: In a series of taste tests conducted for MERIT by the American Institute of Consumer Opinion, smokers from all across the country judged MERIT to have more flavor than five leading low tar cigarette brands.*

What's really startling—and of major importance to all smokers—is that MERIT has less tar than these five brands.

Less tar. Yet more taste.

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

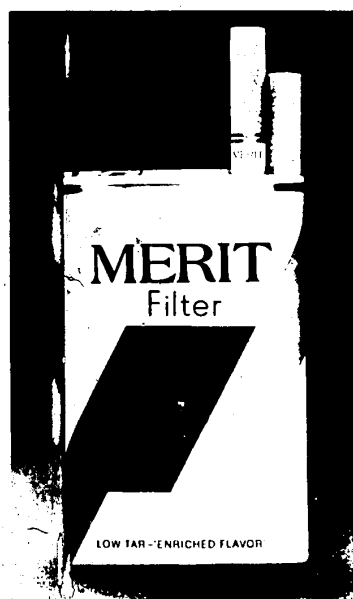
'Enriched Flavor.' It's exclusive to MERIT. The cigarette with only 9 mg. tar, one of the lowest tar levels in smoking today.

MERIT MENTHOL is packed with

'Enriched Flavor' too. And in similar tests, 9 mg. MERIT MENTHOL was reported to deliver as much—or more—taste than the 11 mg. to 15 mg. tar menthol brands tested.

You've been smoking "low tar, good taste" claims long enough. Now smoke the cigarette.

MERIT.



MERIT and MERIT MENTHOL

AMERICAN INSTITUTE OF CONSUMER OPINION, INC.
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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