

# Taste Barrier Broken.

**'Enriched Flavor' breakthrough ends struggle to bring taste to low tar smoking.**

For years, dependency on tar for taste has created a taste barrier for low tar smoking.

Now that barrier has been broken. Broken for good by a remarkable new cigarette called MERIT.

MERIT is packed with 'Enriched Flavor' tobacco.

The result of a radical new discovery so successful at boosting flavor, MERIT actually delivers the taste of cigarettes having more tar.

Up to 60% more tar.  
Yet MERIT has only 9 mg. of tar. One of the

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

## Tests Verify Taste

MERIT was taste-tested against current leading low tar brands ranging from 11 mg. to 15 mg. tar.

Thousands of smokers were involved. The majority report: *even if the cigarette tested had up to 60% more tar than MERIT, MERIT still delivered as much—or more—taste.*

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

Now smoke the cigarette.

# MERIT



MERIT and MERIT MENTHOL

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