



Brady: His 'Bunch' Just Gets Involved
$=\underbrace{*}$ $=$

- Lucadamo: 'Enjoying Game'


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## Evening Herald

## Merit Cigarette Sets New Taste Standard.

## 'Enriched Flavor' breakthrough brings unprecedented taste to low tar smoking.

$$
\begin{aligned}
& \text { Today there's a way to get real taste from a MERIT delivered more taste than five current } \\
& \text { cigarette without high tar. } \\
& \text { discovery called 'Enriched Flave } \\
& \text { discovery called 'Enriched Flavor. } \\
& \text { A way to pack flavor-extra } \\
& \text { flavor - into tobacco without the } \\
& \text { usual corresponding increase } \\
& \text { in tar. } \\
& \text { The cigarette packed with } \\
& \text { 'Enriched Flavor' tobacco is } \\
& \text { remarkable new MERIT. } \\
& \text { If you smoke, you'll be } \\
& \text { interested } \\
& \text { TestsVerify Taste } \\
& \text { In tests involving thousands } \\
& \text { of smokers of filter cigarettes, } \\
& \text { the majority reported }
\end{aligned}
$$



