

Report from Philip Morris

Twelve Year Effort Ends With Unprecedented Flavor In Low Tar Smoke.

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

The greatest challenge to cigarette makers in the last two decades has been how to make a low tar cigarette that wasn't "low" in taste.

It seemed impossible.
Until today.

After twelve long, hard, often frustrating years, Philip Morris has developed the way to do it.

The cigarette is called MERIT. It

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