

# Philip Morris Announces The First Major Step Since The Filter Cigarette.

## 'Enriched Flavor' discovery revealed for new low tar cigarette.

Ever since filters were first introduced to cigarettes the trend has been to limit cigarette tar.

And with every new refinement in filtration, the tar levels went down.

Unfortunately, in most cases so did the taste.

Regardless of all the "low tar, good taste" claims you've read; regardless of all the fancy filters and space-age filtering systems you've tried — your own taste told you: the less tar, the less taste.

This is a report on a new kind of cigarette.

MERIT. Only 9 mg. of tar. One of the lowest tar levels in smoking today.

Yet with incredible flavor.

If you're looking to become a low tar smoker, or don't particularly enjoy the taste of the low tar brand you smoke now — you'll be interested.

### Smoke Cracked: 'Enriched Flavor'

After a twelve year research effort, a team of scientists at our Richmond Research Center succeeded in isolating the "key" flavor ingredients of tobacco as they exist in cigarette smoke.

By adding only those ingredients which were of extreme high quality as flavor producers yet low tar producing as well, we're now able to pack incredible flavor into a cigarette *without the usual corresponding increase in tar.*

The discovery is called 'Enriched Flavor.'

'Enriched Flavor.' It's extra flavor. Natural flavor. Flavor that can't burn out, can't drop out, can't do anything but come through.

We packed 'Enriched Flavor' into the tobacco used to make MERIT.

And began an extensive series of taste tests. The results were startling.

### Taste-Tested By People Like You

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

Thousands of filter smokers were involved, smokers like yourself, all tested at home\*.

The results were conclusive:

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

Repeat: delivered more taste.

In similar tests against 11 mg. to 15 mg. menthol brands, 9 mg. tar MERIT MENTHOL performed strongly too, delivering as much — or more — taste than the higher tar brands tested.

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

MERIT. Incredible smoking pleasure at only 9 mg. tar.

From Philip Morris.

\*American Institute of Consumer Opinion. Study available free on request.

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



MERIT and MERIT MENTHOL

9  
mg.  
"tar"  
0.7  
mg.  
nicotine

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