

Report from Philip Morris

# Tar/Taste Theory Exploded.

## New 9 mg. tar MERIT with 'Enriched Flavor' proves taste no longer depends on amount of tar.

Until now, cigarette flavor pretty much depended on the amount of tar that went along with it.

Regardless of "low tar, good taste" claims, regardless of fancy filters and "space-age" filtering systems—you couldn't get high taste without high tar.

Nor low tar without low taste.

That was the theory.

Until now.

This is another report on MERIT from Philip Morris. If you smoke, you'll be interested.

### Low Tar, Good Taste: Filters Fall Short

At first, we tried designing special filters, too. Like others, our results were generally disappointing.

These results confirmed a belief that if there was any way to get flavor—real flavor—into a low tar cigarette, the answer had to lie somewhere in the tobacco itself.

So we focused on the business end of smoking. The tobacco end. And decided if we wanted to get more flavor through to you, we'd just have to start with more.

After a twelve year effort, our Richmond Research Center succeeded. They isolated the "key" flavor ingredients of tobacco as they exist in cigarette smoke.

By adding only those natural ingredients of extreme high quality as flavor contributors, yet low tar producing as well, they were able to pack MERIT with 'Enriched Flavor'—without the usual corresponding increase in tar.

'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 for you.

Read the taste-test results for yourself.

### Taste-Tested By People Like You

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

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

The results were conclusive.

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.

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 one of the lowest tar levels in smoking today—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.