

Taste Barrier Broken.

Struggle to get taste into low tar smoking ends suddenly with new 'Enriched Flavor' discovery for 9 mg. tar MERIT.

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

A limit on how good a low tar smoke could taste.

Now that barrier has been broken.

Broken by a remarkable cigarette called MERIT. MERIT packs a radically-new 'Enriched Flavor' discovery developed after years of research by Philip Morris.

'Enriched Flavor' is so good at packing extra flavor into tobacco that MERIT actually delivers as much—or more—taste than cigarettes having more tar.

Up to 60% more tar.

Yet MERIT delivers only 9 mg. tar. One of the lowest tar levels in smoking today. Lower, in fact, than 98% of all cigarettes sold.

If you smoke, you'll be interested.

Tobacco—Not Special Filters—Ends "Low Tar, Good Taste" Search

Special "low tar, good taste" filters are what most other cigarette makers came up with to try to get flavor into low tar smoking.

And are still coming up with.

But the answer, the real answer, comes from the other end of smoking. The tobacco end.

By "cracking" tobacco smoke down into its various ingredients, researchers at Philip Morris discovered there are certain basic ingredients more important to taste than others.

Ingredients that deliver taste way out of proportion to tar.

By selecting these high quality flavor

producers that are also low tar contributing, 'Enriched Flavor' was carefully developed, perfected and packed into the tobacco used to make MERIT.

The taste-test 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. Philip Morris Inc., Richmond, Va. 23261.



MERIT and MERIT MENTHOL

9 mg.
tar
0.7 mg.
nicotine

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

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