

MERIT delivers *astonishing* 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.

Low Tar. Good Taste: Filters Fall Short

Like most everyone else, we tried to design special "low tar, good taste" filters. Special filters that would somehow allow taste through but not tar.

Like others, we experienced the same general kind of results: the lower the tar, the lower the taste.

So for flavor, we concentrated on the business end of smoking. The tobacco end.

And decided if we wanted more flavor to come through, we'd just have to find a way to start with more.

Smoke Cracked: 'Enriched Flavor' Discovery

So we began an exhaustive research program in cigarette smoke analysis and the ingredients that actually comprise cigarette taste.

By using a very sensitive instrument called an Analytical Fractometer, we were able to "crack" cigarette smoke down into its various ingredients.

We found there are over 2000 separate ingredients in smoke.

Each was isolated and analyzed, one by one.

What we discovered was startling: *there are ingredients in tobacco—"key" basic flavor units—that deliver taste way out of proportion to tar.*

Breakthrough.

By fortifying tobacco with these natural

flavor essentials, we're now able to pack flavor—extraordinary flavor—into a cigarette without the usual increase in tar.

The discovery is called 'Enriched Flavor.' It's extra flavor. Flavor that can't burn out, can't fade out, can't do anything but come through for you.

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 smokers were involved. Smokers of filter cigarettes 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.

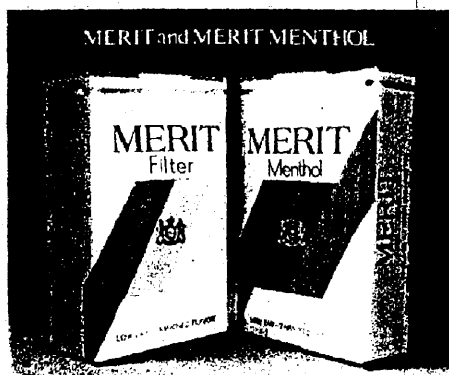
Incredible smoking pleasure at only 9 mg. tar.

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.

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



9 mg. "tar" 0.7 mg. nicotine

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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 now.

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

The cigarette is called MERIT. It delivers only 9 mg. of tar. One of the lowest tar levels in smoking today. Yet

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