

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.