

# Cigarette Flavor Decoded.

## Scientists isolate tobacco ingredients most essential to taste —'Enriched Flavor' packed into new low tar MERIT.

By "cracking" cigarette smoke down into separate ingredients, researchers at Philip Morris have discovered very special "key" flavor units that deliver taste way out of proportion to tar.

The discovery is called 'Enriched Flavor.'

The cigarette packed with 'Enriched Flavor' is MERIT. At 9 mg., one of the lowest tar levels in smoking today.

Yet MERIT actually packs the taste of cigarettes having more tar.

Up to 60% more tar.

If you smoke, you'll be interested.

### Tests Verify Taste

Thousands of smokers were tested. The results were conclusive: Against five current leading low tar brands, 9 mg. MERIT was reported by a significant majority of smokers to deliver more taste.\*

Repeat: deliver more taste.

In similar tests against 11 mg. to 15 mg. menthol brands, a significant majority of all smokers tested reported MERIT MENTHOL delivered as much—or more—taste.

MERIT and MERIT MENTHOL.

Both packed with 'Enriched Flavor.'

Both lower in tar than 98% of all cigarettes sold today.

Both turning in extraordinary flavor performances against higher tar competition.

You've been smoking "low tar, good taste" claims long enough.

Now smoke the cigarette.

MERIT.

\*American Institute of Consumer Opinion. Study available free on request.  
Philip Morris Inc., Richmond, Va. 23261  
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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**

