

# First Major Alternative To High Tar Smoking.

**Low tar MERIT delivers flavor of higher tar cigarettes—  
'Enriched Flavor' breakthrough confirmed.**

For years, you couldn't get real tobacco flavor without high tar. As a result, many smokers wanting to switch to a low tar cigarette couldn't.

can satisfy high tar smokers, the toughest "taste" critics of low tar smoking.

Couldn't—until MERIT.

Until 'Enriched Flavor' tobacco. A breakthrough in tobacco science that resulted in a way to boost natural tobacco flavor *without the usual corresponding increase in tar.*

This breakthrough has made MERIT one of the most popular new cigarettes in twenty years. More importantly, over 75% of all MERIT smokers are former high tar smokers.

It's clear: low tar MERIT is delivering the kind of flavor that



REGULAR & MENTHOL

## Taste-Test Proof

MERIT and MERIT 100's were packed with 'Enriched Flavor' tobacco. And taste-tested against a number of higher tar cigarettes.

*Overall, smokers reported they liked the taste of both MERIT and MERIT 100's as much as the taste of the higher tar cigarettes tested.*

Cigarettes having up to 60% more tar!

Only one cigarette has 'Enriched Flavor' tobacco. And you can taste it.

# MERIT

**Kings & 100's**

© Philip Morris Inc. 1977  
Kings: 8 mg. "tar," 0.5 mg. nicotine av. per cigarette, FTC Report Dec. 76  
100's: 12 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC Method.

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