

# Merit Cigarette Sets New Taste Standard.

**'Enriched Flavor'™ breakthrough brings unprecedented taste to low tar smoking.**

Today there's a way to get real taste from a cigarette without high tar.

That's the report on a new taste discovery called 'Enriched Flavor.' A way to pack flavor—extra flavor—into tobacco without the usual corresponding increase in tar.

The cigarette packed with 'Enriched Flavor' tobacco is remarkable new MERIT.

If you smoke, you'll be interested.

## Tests Verify Taste

In tests involving thousands of smokers of filter cigarettes, the majority reported

Philip Morris Inc. 1978  
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.



MERIT and MERIT MENTHOL

MERIT delivered more taste than five current leading low tar cigarettes having all the way up to 60% more tar.

Repeat: delivered more taste.

In similar tests against 11 mg. to 15 mg. menthol brands, MERIT MENTHOL was reported to deliver as much—or more—taste than the higher tar brands tested.

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

Now smoke the cigarette. MERIT.

Unprecedented flavor at 9 mg. tar.

One of the lowest tar levels in smoking today.

# MERIT