

# Taste Science Breakthrough Brought To 100's Smokers.

**'Enriched Flavor' process applied to new low tar 100mm cigarette with striking success.**

Only MERIT has the 'Enriched Flavor' process. A way of packing tobacco with extra flavor without the usual increase in tar.

MERIT created a whole new taste standard in low tar smoking.

Now that same taste science has produced a 100mm cigarette.

MERIT 100's.

Only 12 mg. tar. Yet smokers actually like the taste of MERIT 100's as much as higher tar 100mm brands.

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Kings: 9 mg. "tar," 0.7 mg. nicotine—  
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.



MERIT & MERIT MENTHOL, KINGS & 100's.

## Test Data Conclusive

New 12 mg. tar MERIT 100's were taste-tested against a number of major 100mm brands ranging from 17 mg. to 19 mg. tar.

Thousands of smokers were tested.\* The results: *overall, they liked the taste of MERIT 100's as much as the higher tar 100mm brands tested.*

MERIT and MERIT MENTHOL. King Size and new 100's.

The taste barrier for low tar smoking has been broken again.

\*American Institute of Consumer Opinion. Study available free on request.  
Philip Morris Inc., Richmond, Va. 23181.

## MERIT 100's