

Fractometer Yields Secrets Of Tobacco Flavor

Researchers use smoke analysis to isolate key flavor ingredients of tobacco—low tar MERIT with 'Enriched Flavor' achieved.

Not all ingredients of tobacco in cigarette smoke deliver the same amount of taste.

Or tar.

That's what researchers at Philip Morris discovered using an analytical fractometer to "crack" cigarette smoke down into its various parts.

Relying on this very sensitive, very special instrument, over 2000 separate ingredients were isolated and analyzed.

What this analysis revealed was startling.

There are ingredients in cigarette smoke—key flavor-rich ingredients—that deliver taste way out of proportion to tar.

Ingredients that, when packed into a tobacco blend, result in a cigarette that delivers extraordinary flavor without the usual corresponding increase in tar.

The discovery is called 'Enriched Flavor.' It comes in the tobacco of a remarkable new cigarette: MERIT.

'Enriched Flavor' is extra flavor. Natural flavor. Flavor that can't burn out, can't fade out, can't do anything but come through for you.

In fact, MERIT delivers the flavor of cigarettes having more tar.

Up to 60% more tar.

Yet MERIT has only 9 mg. of tar. Lower

than 95% of all cigarettes being sold today.

If you're looking to become a low tar smoker, or don't particularly enjoy the taste of the low tar brand you smoke now—you'll be interested.

Taste-Tested By People Like You

9 mg. tar MERIT was taste-tested against five current leading low tar brands ranging from 11 mg. to 15 mg. tar.

Thousands of filter smokers were involved, smokers like yourself, tested at home.*

The results were conclusive.

Even if the cigarette tested had 60% more tar than MERIT, a significant majority of all smokers tested reported new 'Enriched Flavor' MERIT delivered more taste.

Repeat delivered more taste.

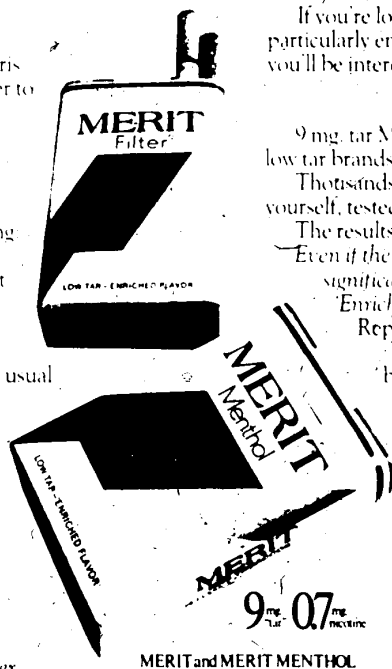
In similar tests against 11 mg. to 15 mg. menthol brands, 9 mg. tar MERIT MENTHOL performed strongly too, delivering as much—or more—taste than the higher tar brands tested.

You've been smoking "low tar, good taste" claims long enough. Now you've got the cigarette MERIT. Incredible smoking pleasure at one of the lowest tar levels in smoking today—only 9 mg. tar. From Philip Morris.

*America's Institute of Consumer Opinion. Study available free on request. Philip Morris Inc., Richmond, Va. 23261.

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