

Taste Barrier Broken.

Struggle to get taste into low tar smoking ends suddenly with new 'Enriched Flavor' discovery for 9 mg. tar MERIT.

For years, dependency on tar for taste has created a taste "barrier" for low tar cigarettes.

A limit on how good a low tar smoke could taste.

Now that barrier has been broken.

Broken for good by a remarkable cigarette called MERIT.

MERIT packs 'Enriched Flavor.' A radical new taste discovery so effective at fortifying tobacco with extra flavor that MERIT actually delivers as much — or more — taste than cigarettes having higher tar.

Up to 60% higher tar.

Yet MERIT has only 9 mg. tar. One of the lowest tar levels in smoking today. Lower, in fact, than 98% of all cigarettes sold.

Thousands of smokers were tested. The results were conclusive.

If you smoke, you'll be interested.

Smokers Report MERIT Delivers More Taste

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

to 15 mg. tar.

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

Even if the cigarette tested had 60% more tar, 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 smoke the cigarette.

MERIT. Unprecedented flavor at 9 mg. tar.

From Philip Morris.

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9
mg.
tar
0.7
mg.
tar

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