

*"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."*

—American Institute of Consumer Opinion

Extensive taste-testing with thousands of smokers shows 'Enriched Flavor' MERIT delivers more taste than higher tar brands.

The bottom line was conclusive:
In a series of taste tests conducted for
MERIT by the American Institute of
Consumer Opinion, smokers from all
across the country judged MERIT to
have more flavor than five
leading low tar cigarette
brands.*

What's really startling—
and of major importance to
all smokers—is that MERIT
has less tar than these five
brands.

Less tar. Yet more taste.

That's the report on a
remarkable new taste
process called 'Enriched
Flavor.' A way to pack
tobacco with extra flavor
without the usual corre-
sponding increase in tar.

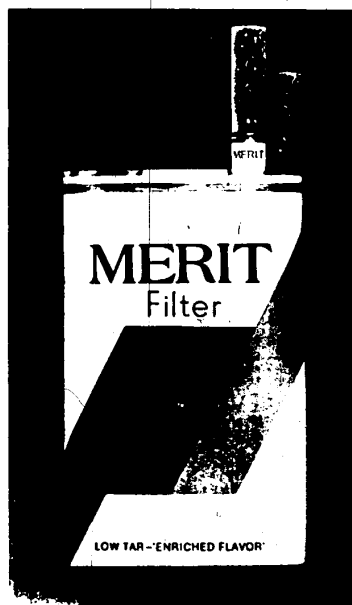
'Enriched Flavor.' It's exclusive to
MERIT. The cigarette with only 9 mg.
tar, one of the lowest tar levels in
smoking today.

MERIT MENTHOL is packed with

'Enriched Flavor' too. And
in similar tests, 9 mg.
MERIT MENTHOL was
reported to deliver as much
—or more—taste than the
11 mg. to 15 mg. tar
menthol brands tested.

You've been smoking
"low tar, good taste" claims
long enough. Now smoke
the cigarette.

MERIT.



MERIT and MERIT MENTHOL

American Institute of Consumer Opinion. Study available
upon request. Philip Morris Inc., Richmond, VA 23191

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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**