

# Tar/Taste Theory Exploded.

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**Taste-science breakthrough gives low tar MERIT  
the flavor of cigarettes having 60% more tar.**

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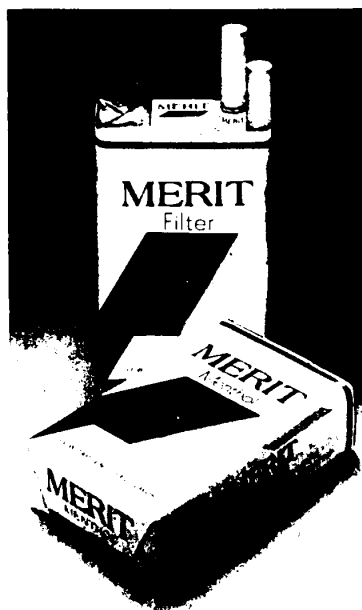
By locating certain flavor-rich ingredients in cigarette smoke, ingredients that deliver taste way out of proportion to tar, researchers at Philip Morris have disproven the theory that cigarette flavor depends on the amount of tar that goes with it.

They've discovered how to pack flavor—unprecedented flavor—into a cigarette that delivers one of the lowest tar levels in smoking today.

The discovery is called 'Enriched Flavor.' It's extra flavor, natural flavor, and only MERIT has it.

9 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC Method.  
© Philip Morris Inc. 1971.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.



MERIT and MERIT MENTHOL

## Tests Verify Taste

In taste tests involving thousands of cigarette smokers like yourself, MERIT was reported to deliver as much—or more—taste than current low tar leaders.

*What's really startling is that these brands have up to 60% more tar than MERIT.*

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

Now smoke the cigarette. MERIT. Incredible smoking satisfaction at only 9 mg. tar.

# MERIT