

"Merit Delivers More Taste Than Higher Tar Cigarettes."

-American Institute of Consumer Opinion

Extensive taste testing shows Merit delivers flavor of cigarettes having 60% more tar.

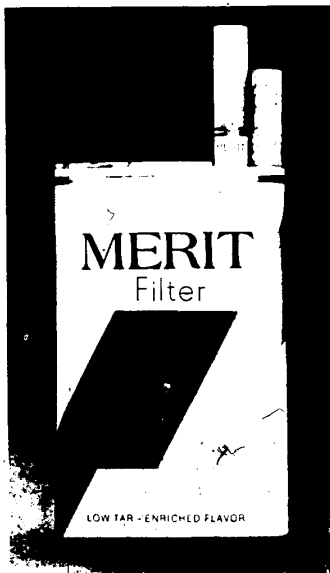
The bottom line was conclusive:

In a series of taste tests conducted for MERIT by the American Institute of Consumer Opinion,* smokers from 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.

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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.



MERIT and MERIT MENTHOL

Less tar. Yet more taste.

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

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

Unprecedented smoking pleasure at only 9 mg. tar.

*American Institute of Consumer Opinion Study available free on request Philip Morris Inc., Richmond, Va. 23101

MERIT