

# Merit Technology Applied To 100mm Cigarette.

**'Enriched Flavor' process adapted to new low tar 100mm cigarette with remarkable success.**

MERIT established a whole new taste standard for low tar smoking.

If you smoke but haven't chosen to take advantage of the MERIT breakthrough because you prefer a longer length cigarette, you'll be interested.

Because now there's a MERIT for you, too. New MERIT 100's. Only 12 mg. of tar. Yet packed with extra flavor. The kind of flavor that makes "low tar, good taste" a reality for 100's smokers.

## **'Enriched Flavor' Tobacco**

Like MERIT, MERIT 100's are packed with 'Enriched Flavor' tobacco. Tobacco fortified with certain key flavor-rich ingredients isolated in cigarette smoke, and

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Kings: 9 mg. "tar," 0.7 mg. nicotine—  
100's: 12 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC Method.

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

proven to deliver taste way out of proportion to tar.

We taste-tested MERIT 100's against some of the toughest competition we could find: higher tar 100mm cigarettes.

Here are the results.

## **Test Data Conclusive**

New 12 mg. tar MERIT 100's were taste-tested against a number of major 100mm brands ranging from 17 mg. to 19 mg. tar.

Thousands of smokers were tested\*. The results: *overall, they liked the taste of MERIT 100's as much as the higher tar 100mm brands tested.*

MERIT and MERIT MENTHOL. King Size and new 100's.

The taste barrier for low tar smoking has been broken again.

\*American Institute of Consumer Opinion. Study available free on request.  
Philip Morris Inc., Richmond, Va. 23261.



MERIT & MERIT MENTHOL. KINGS & 100's.

# MERIT 100's