

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

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.



Philip Morris Inc. 1977
Kings: 9 mg. "tar," 0.7 mg. nicotine—
100s: 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.

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

MERIT 100's