

# New Low Tar Entry Packs Taste Of Cigarettes Having 60% More Tar.

**'Enriched Flavor' idea succeeds—increases taste of new 9 mg. tar MERIT without the usual increase in tar.**

You can write today for a study conducted by the American Institute of Consumer Opinion for Philip Morris showing new MERIT delivers as much—or more—flavor than five current leading low tar cigarettes.

**Brands having up to 60% more tar than MERIT!**

The reason is Enriched Flavor. An extraordinary taste find developed and perfected after years of research at our Richmond Research Center.

And it's only in MERIT. At 9 mg. lower in tar than 98% of all cigarettes sold today.

If you smoke—you'll be interested.

**Taste Tested By People Like You**  
9 mg. tar MERIT was taste-tested against five current leading low tar brands ranging from 11 mg. to 15 mg. tar.

Thousands of filter smokers were involved, smokers like yourself, tested at home.



\* American Institute of Consumer Opinion Study available free on request.  
Philip Morris Inc., Richmond, Va. 23261.  
© Philip Morris Inc. 1976.

9 mg. tar • 0.7 mg. nicotine per cigarette by FTC Method  
107 mg. nicotine  
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous To Your Health.

In case of emergency  
call  
374-4400 for Fire Department  
or First Aid Service  
376-7670 for Fire Department

# Springfield Leader

VOL. 47 NO. 23

SPRINGFIELD, N.J.—THURSDAY, MARCH 11, 1976

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The Zip Code  
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Yesterdays at the Springfield Public Library. Yesterdays old, Dorothy Campion, left, gets to work on some electrical repair while her brother, John, 5, does the dishes. (Photo Graphics)

LWV program

to review texts used in schools

The Springfield League of Women Voters last week invited the public to view "Texts of Males and Females in Elementary School Textbooks," a slide presentation, which will be Wednesday at the Springfield Free Public Library. Wednesday evening, the League's annual meeting reviews a number of elementary and secondary texts, will be followed by comments from a panel of experts and lay observers.

Anita Schimmele of the Union LWV, who will present the Title IX regulations and Title VI state regulations.

Jeanne L. Koenig, who will represent the National Organization for Women, which co-produced the slide presentation.

The Fred Brueckin, Springfield affirming-action officer and superintendent of schools, will represent the elementary school district.

She said, "Because of the enthusiastic pilot programs, paper pickups are now scheduled on a townwide collection. The town will be divided into three zones: Zone One, South Main Street and Industrial Park road; Zone Two, from the intersection of Main Street and Mountain Avenue to the Belvidere Top, including the Belvidere Top, Zone Two, east of Mountain Avenue and north of Millburn road; Zone Three, from Shimpole road and Mountain Avenue to the Union Avenue and Shimpole road junction, not including Mountain Avenue from Shimpole road to the Millburn-Summit line."

PICK UPS will start March 24 on Zone One.

Zone Two, Wednesday, March 23, will be scheduled for pick ups. In Zone Three, Thursday, pick up will be on the fourth Monday.

Environmental Commissioner, Michael

Armour, The League of Women Voters, along with other community organizations, will implement the equal opportunity and anti-discriminatory textbook review is one of the areas specified in the laws.

For further information, contact Mrs. Marilyn Alexey, coordinator of the committee, or the Springfield Environmental Commission, 100 Main Street, Springfield.

Community participation is encouraged.

For more information, call 376-7670.

—By Sue Weeden, WTB

Springfield CWV.

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## Byrne lowers air pollution standards to relieve 13 percent unemployment

BY JEFFREY BIRN

Springfield High Officer  
Remember when New Jersey took its health to another level? We have a new standard. It's better than ever.

New Gov. Brendan T. Byrne looks at the other states and says, "We have a new standard. It's better than ever."

Environmental Commissioner David J. Bardin, an appointee of the governor, agrees.

**Trailside official to give program at GOP meeting**

Donal W. Mayer, director of the Trailside Nature and Science Center and Planetarium in the Watling Reservation, will be guest speaker with other environmentalists at a panel discussion on environmental issues at the meeting of the Springfield Republican Club on Monday night, in the American Legion Hall, Springfield.

The discussion will be survey of progress made in astronomy during the last 10 years.

Mayer, who has been director of Trailside, a facility of the New Jersey Parks Commission, since August 1967, has lectured at the Newark Museum Planetarium and has been active for a number of years as an amateur astronomer.

He is a poet, photographer and author who has presented many programs in the field of nature and science interpretation before service clubs, church and school groups, in addition to the public.

He has also produced motion picture films of natural subjects such as the story of flowers and the story of turtles.

He graduated from the University of Pennsylvania and Science, where he received a bachelor's degree in biology with a minor in chemistry. He has also taken post-graduate courses in meteorology at the Massachusetts Institute of Technology, Engineering and Technology, Dartmouth University.

**Mrs. Muller, 58, taught at Dayton**

Public funeral services have been held for Mrs. Muriel Muller, 58, of Berkeley Heights, former Jonathan Dayton Regional High School teacher who died March 20 in Overlook Hospital.

Born in Newark, Mrs. Muller resided in Westfield before moving to Berkeley Heights 18 years ago. An assistant professor of English at Jonathan Dayton High School, she was a member of the faculty for the last five years.

Previously, she taught English at Jonathan Dayton, Springfield, and at Arthur L. Johnson.

Mrs. Muller was a graduate of Montclair State College and Columbia University.

Surviving is her husband, John Muller.

**Mr. W. Filer, 87, ex-comptroller**

Funeral services were held Friday morning at Smith and Smith (Suburban) of Springfield. Mr. Filer, 87, died March 2 in the Glencliffe Nursing Home in Westfield.

A native of New Jersey, Mr. Filer was a resident of Plainfield before moving to Springfield 18 years ago. He was employed by the Western Electric Co. in the city prior to his retirement 20 years ago.

Mr. Filer is survived by one brother, Edward Filer, who was the husband of the late Irene Filer.

He was the husband of the late Irene Filer.

The Unusual In ALBUMS and PORTRAITS

*Marty Fama*

STUDIO

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SPRINGFIELD 070-7666

MAIL

SPRINGFIELD AVE.

HEADING WEST? — USE PROSPECT OFFICE

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## PAST TENSE

**ONE YEAR AGO**  
The Springfield Board of Education budget for 1975-76 is defeated by 167 votes in what is called the largest school board election in New Jersey history; a total of 1,802 voters cast ballots—the largest number ever to go to the polls in a local school election. AUGUST 1975: The first two members of the Springfield Board of Education are elected in the board meeting.

**TEN YEARS AGO**  
ALICE VELLEZ ... Mayor NAT STOKES reports the Springfield City Council has granted \$100,000 to the U.S. Department of Housing and Urban Development to be used for construction of additional recreational facilities for senior citizens at the Sam's Valley Civic Center. The city council also voted to name Alice Vellez "citizen of the year" by the local chapter of UNICEF National.

**30 YEARS AGO**  
Officials of the Baldwin Corp., this town's largest manufacturer based on Springfield, road will not be ready for this summer, but that work will start very shortly—members will have to wait until next fall for completion. WILLIAM C. CHIRGOTIS, owner of New Jersey's leading architects and a resident of Springfield, becomes sole owner of Greene Green Village.

The Springfield Rotary Club receives a letter from the American Legion, asking the club to help with the 40th anniversary of the American Legion.

**40 YEARS AGO**  
The Union Conservation Commission and the Regional High School Board of Education reportedly are negotiating a \$100,000 project for development of grounds surrounding the new Regional High School, which will be built on the old Chemical Works site off Meisel Avenue, now housing the Civilian Conservation Corps. The Civilian Conservation Corps and the Farm Protection Committee celebrate the 50th anniversary. The State Legislature defeats a luxury-tax program designed to provide money to enclaves of rural administration.

The machinery to take over the total expense of caring for Springfield's poor recipients.

**Public meetings**

The following is a list of scheduled meetings of local committees, boards and commissions of which are open to the public:  
School Board—Regular Committee, executive committee, Monday, meeting at 7 p.m.—Tuesday, meeting of each month; Monday preceding the fourth Tuesday.  
Planning Committee, regular meetings—Tuesday evenings; regular meetings—Second Tuesday of each month; Third Wednesday, Board of Health—Third Wednesday, Planning Board—First Tuesday, Rent Levelling Board—Last Tuesday, Rent November and December; winter meetings will be Nov. and Dec. 20.

Environmental Commission—Second Wednesday.

Industrial-Commercial Relations Committee—Second Wednesday.

Conservation Committee—Third Tuesday.

Social Citizens Hearing Corporation—Third Thursday.

(All of the above meetings will be held at 8 p.m. in the Municipal Building, except those of the School Board, which are conducted in the Sack Library City Center, also starting at 8 p.m.).

Springfield Board of Education—Third Tuesday, Consumer Affairs—Third Tuesday, Union County Regional High School Board of Education, regular meeting—First Tuesday, a 6 p.m. meeting place listed among members' communiques; High School Board of Education, adjourned regular meeting—Third Tuesday, 8 p.m., Keyes-Martin Building, 941 Mountain Avenue, Springfield.

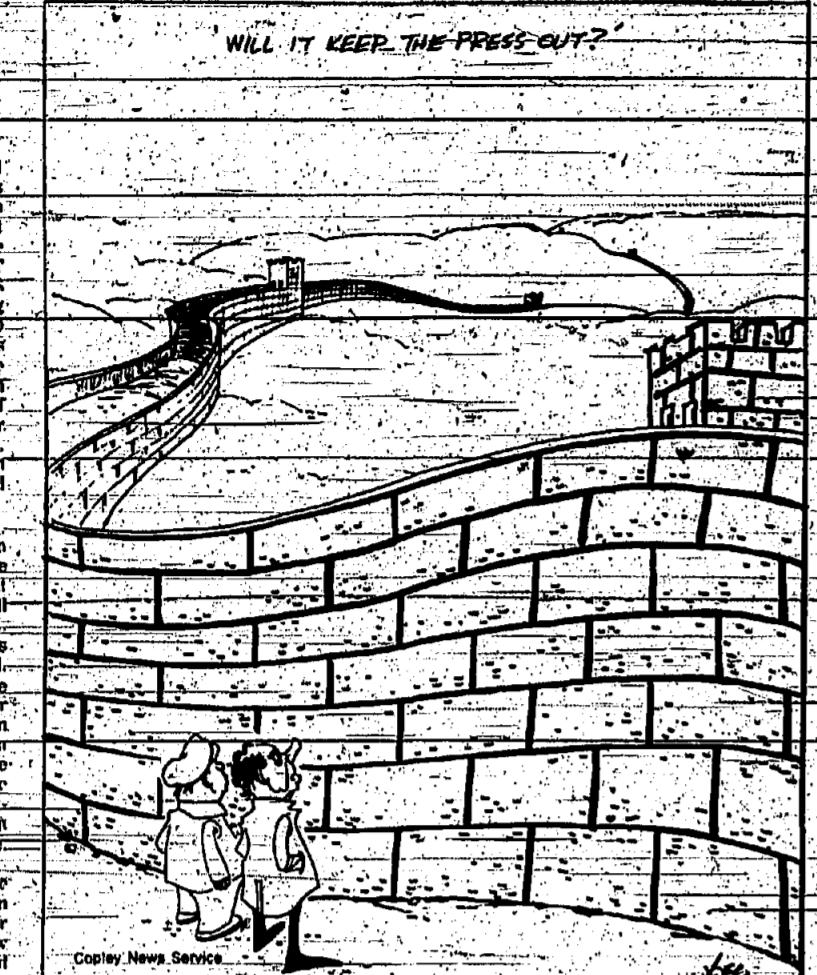
Office of Consumer Protection—Interest to Springfield residents are:

Consumer Affairs—Every Tuesday from 10 a.m. to 12:30 p.m., Planning Board room.

Union County Food Stamp Program—last Tuesday of each month, 8:30 a.m. to 12:30 p.m., Township Committee conference room.

The Bicycle Committee, Bicentennial Committee, Flood Advisory Committee, Ethics Board of Review, Committee on Human Rights, Consumer Affairs, have not yet identified meeting places, may be reached at 201-202-1200, but meet only on call. If specific dates are announced, they will be added to the above communiques.

Springfield Leader



WILL IT KEEP THE PRESS OUT?

## THE EAGLETON POLL Jersey GOP favors Ford

President Ford continues to be the first choice of New Jersey Republicans for the party's presidential nomination, according to the latest New Jersey Poll. The statewide survey, conducted by the Eagleton Institute of Politics, found that 40 percent of the voters among those New Jerseyans who considered themselves to be Republicans, chose themselves to be Republicans, 40 percent favored Ford, 29 percent supported Gerald Ford, 12 percent favored George Wallace, and 9 percent selected other candidates.

Before last November's election, Ford had enjoyed a larger margin of support than he did in the final days of the campaign during the first two weeks of February before the New Hampshire and Massachusetts primaries. Now, however, independent voters seem to favor Ford over Wallace, 37 percent to 30 percent. Wallace dropped to fourth place as the number of voters supporting him fell to 12 percent, down from 15 percent in the final days of the campaign.

Democrat Jimmy Carter received the same percentage of the vote as he did in the final days of the campaign.

Delegates to the Republican national convention were asked if they favored Ford or Reagan. Ford was chosen by 7 percent, and Jackson by 6 percent. Governor Wallace dropped to fourth place as the number of voters supporting him fell to 12 percent, down from 15 percent in the final days of the campaign.

On the assumption that several of the Democratic candidates might drop out of the race, the survey asked the voters about their second choice, the "next" Democratic and Conservative-leaning independents' second choice. The three most frequently mentioned choices were Shriver with 10 percent, Ford with 7 percent, and Jackson with 6 percent.

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Democrat Jimmy Carter received the same percentage of the vote as he did in the final days of the campaign.

Delegates to the Republican national convention were asked if they favored Ford or Reagan. Ford was chosen by 7 percent, and Jackson by 6 percent. Governor Wallace dropped to fourth place as the number of voters supporting him fell to 12 percent, down from 15 percent in the final days of the campaign.

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## Public Notice

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## CURRENT FUND-APPROPRIATIONS

## APPROPRIATED EXPENDED 1975

## GENERAL APPROPRIATIONS

## For 1976

## For 1975

## Total for 1975

## For 1976

## For 1975

## For 1976

8-Thursday, March 11, 1976

## Cancer unit's Crusade lists \$250,000 goal

Mrs. Barbara J. Baranski of Cranford, chairman of the Standing Cancer Crusade, announced this week that the American Cancer Society's Union County Unit has pledged to raise \$250,000 during its annual "Cancer Crusade" to be held April 10.

The education and prevention month of April. This amount is \$30,000 more than was raised last year and is the highest goal the Union County Unit has ever set, according to Mrs. Baranski.

"We are looking forward to the most successful crusade we've ever had," said Mrs. Baranski. "Our leadership this year is truly outstanding."

According to Mrs. Baranski, the American Cancer Society spends a small percentage of its funds about 10 cents out of every dollar on management costs.

In the last two years, more than 10,000 volunteers who will be spending a life-saving day in the Union County area will provide services and assistance at a cost of three thousand dollars.

"Other expenses, including salaries,

travel, supplies and equipment, are

not included in our budget."

Persons wishing to work on this year's American Cancer Society Crusade are asked to contact the Union County Unit, 62 Westmeyer ave., Elizabeth; phone, 562-4116.

**Camp registration opens at County Y for member teens**

The Eastern Union County YMCA has opened registrations for its two most popular camps: STEP-Caravan for those going into seventh and eighth grades, and STEP-Troll for those going into ninth through 12th grades.

Persons wishing to work on this year's American Cancer Society Crusade are asked to contact the Union County Unit, 62 Westmeyer ave., Elizabeth; phone, 562-4116.

### Plans being made for Walkathon

Dr. Edward Goldstein, 1976-77 chairman for the Union County Community Foundation, said the week is the plan for the annual Spring Walkathon.

The highlights of the STEP-Caravan camp will be a five-day trip through Cape Cod, Provincetown, Boston, Marblehead, Mass., and New Hampshire.

This year there will be two

three-day excursions and one overnight program, as well as several special night programs.

Both camps are eight week programs which will include various experiences, family friendships, a love of learning, and a sense of belonging through supervision of trained staff, campers develop a sense of responsibility, self-confidence and a feeling of their heritage.

The walkathon is planned to be a team

effort.

Membership is required.

Readers interested in

more information may contact Mark Klemmer, camp director, at 35-4116.

**Orchestra to give opera program**

In addition to the 10th anniversary concert to be given by the New Jersey Symphony Orchestra under its Music Director, Dr. Alan Aldrich, on March 12, 1976.

The concert, the second in a series of three to be presented by the symphony in Westfield this season, a "will consist of an all-operatic program featuring soloists: Dr. Shirley Robinson, soprano, and John D'Amato, baritone, both stars of the New York City Opera.

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John D'Amato, baritone, both stars of the New York City Opera.

**Westfield art show to offer \$400 prize for best painting**

A total of \$400 in prizes will be awarded at the third annual Art Show and Sale, to be held Saturday, March 26, according to Dorothy K. Sipos, chairman.

The show, which will be held at the Union County Art Center, 100 Broad St., Union City, will feature 100 entries.

Prizes will be awarded in the categories in which the painting falls, permitting a total award of \$400. The \$200 first place award will be given by Elizabeth Tomasetti of Cranford, for 10 years.

Awards for oil include: first place, combined major award, \$150; second place, \$100; third place, \$50; fourth place, \$25.

Prizes for acrylic include:

first place, \$100;

second place, \$75;

third place, \$50;

fourth place, \$25.

Prizes for watercolor include:

first place, \$100;

second place, \$75;

third place, \$50;

fourth place, \$25.

Prizes for pastel include:

first place, \$100;

second place, \$75;

third place, \$50;

fourth place, \$25.

Prizes for sculpture include:

first place, \$100;

second place, \$75;

third place, \$50;

fourth place, \$25.

Prizes for prints include:

first place, \$100;

second place, \$75;

third place, \$50;

fourth place, \$25.

Prizes for drawings include:

first place, \$100;

second place, \$75;

third place, \$50;

fourth place, \$25.

Prizes for prints include:

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12 Thursday, March 11, 1976 SPRINGFIELD (N.J.) LEADER

## Lt. Moore, West Point grad, lives in Germany with bride



## SOCIETY

### LAND & CLUB NEWS NCJW's Section plans study group



### '100 Years of Fashion' show planned by Suburban women

The Suburban Women's Club of Union will host its second annual fashion show program at its monthly meeting tonight in the United Methodist Church, Bervyn, and Overlook terrace, Union. Attendees will be state officers and guests from various clubs.

It was announced that the 2nd annual Woman's Day at Hohen's in Newark will be held Thursday, March 16, by the Federation of Women's Clubs of New Jersey, the Suburban Women's Club of Union will be the chairman.

Mrs. Helen Wargo, Mrs. Carl Shenk,

Mrs. Helen Spillane, president, and Mrs. Herold, will attend the Women's Federation meeting tomorrow in Millburn.

The home department store owners will meet at the home of Mrs. John Andrew Kadish, 1000 Madison Avenue, at the home of Mrs. John Schmidt of Union.

Mrs. Wargo, Mrs. Anthony Vitale, Mrs. Murtha and Mrs. Anthony Marullo attended the Women's Federation meeting in New Providence on March 10.

Members of the club will attend the New Jersey Conference of Women's Clubs seventh DISTRICT CREATIVE ART DAY, Tuesday at the Green Ridge Woman's Club. Registration will be at 10 a.m., and the program at 1 p.m.

The festival will be opened by local groups from the 27 clubs. At noon, club women will view displays by the American home, the art and the conservation and garden departments. A fashion show will be held in the afternoon.

Blue ribbon prizes will be awarded.

In the relay, runners will exchange a packet of rice and a container of water, symbolizing a typical third world meal.

CROP has requested New Jersey residents to participate in the relay campaign to help combat hunger in third world areas.

Further information on CROP programs can be obtained by writing to CROP, 500 Madison Avenue, New York City, or calling 212-752-2222.

Admission is free and refreshments will be served following the debate.

Authorised Omega Pukar Rolex Solid Diamond

Jewelers

GOLDEN HORSES & STARS

MIDDLESEX MAIL & PIG IN THE MUD

LEGENDWOOD MALL, Legendum N.Y.

WORLD TRADE CENTER, New York City

Diamond Appraisals

the true measure of your love.

DIAMONDS

by the

philosopher

Jewelers

COOPER HORN & SONS

1000 UNION AVENUE

NEWARK, NEW JERSEY

32

SPECIAL

LETTERS AND POSTCARDS

POSTAGE PAID

### Anthony Legros of Union engaged

Mr. and Mrs. Eugene E. Zibro of Maplewood have announced the engagement of their son, Anthony Legros, Jr., to Linda J. Moore, daughter of Lt. John Joseph Moore, U.S. Army, and the late Mrs. John Moore, of Kenilworth, and the late Mr. John Moore, of East Brunswick.

The bride-elect, who was graduated from St. Peter's Prep School, is employed by the Princeton University Research Foundation.

Additional information may be obtained by contacting Suzanne Minorsky, co-chairwoman of the wedding, at 1000 Union Avenue, Springfield, N.J.

A May 13 wedding is planned.

Betrothal is told of Kenilworth girl

Mr. and Mrs. Edward Tomey of North Broad Street, Kenilworth, have announced the engagement of their daughter, Barbara Tomey, to Michael J. Fruchterman, son of Mr. and Mrs. Seymour Fruchterman, of North Broad Street, Kenilworth.

The bride-elect was graduated from David Brearley Regional High School, Kenilworth, and Kent College, New York, where she is a senior.

Her fiancé, a graduate of the University of Illinois, is employed by the Prudential Insurance Company of America.

A May 13 wedding is planned.

Son born to Fruchterman

A son, round, 11 pounds, Sandy Marc Fruchterman, was born Feb. 19 in Saint Barnabas Medical Center, Livingston, to Mr. and Mrs. Joseph Fruchterman, of Summit, and Mrs. Shirley Fruchterman, of North Websterfield of Newark and Irvington. Her husband is formerly of Millburn.

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Court Patricia hears talk on 'Birthright'

Court Patricia, 1824, Catholic Daughters of America, will hear a talk by District Deputy Sheriff Frank J. Pappalardo, of the Union County Sheriff's Office, on "Birthright," at 7:30 p.m. Friday, March 11, at the Union County Courthouse, 1000 Union Avenue, Elizabeth.

The public is invited to attend.

### Secretaries schedule luncheon, fashion show

A luncheon and fashion show sponsored by the Union County Legal Secretaries Association will be held Saturday at 11 a.m. at the Union County Courthouse, 1000 Union Avenue, Elizabeth.

The

public

is

invited

to

attend

the

luncheon

and

the

fashion

show



Thursday, March 11, 1976

## Your Guide To Better Living

### SUBURBAN REAL ESTATE MART

• City • Suburbs • Farm • Country • Lake • Shore

#### Lakewood condominium attracts professionals

The planners of Lakewood's condominiums on North Lake "are well aware of the financial and practical advantages of this unique development," says Donald Paley, president of Lakewood Real Estate, Inc., which has sold more than 1,000 units in New York.

"It is interesting to note that a recent survey of consumer maintenance jobs at Lakewood shows, overall, more lawn care, outside painting and window washing are handled by professionals for a modest monthly maintenance fee."

"As a result, Lakewood is becoming involved in the broad range of professionals," Paley said. "We have individuals and families from every walk of life. Our families are much more sophisticated than previous condominium days," he added.

A majority of the people living there are professionals within 20 miles. They include teachers, physicians, business executives, engineers and medical specialists. About

75 percent of the residents are retired and only an estimated 15 percent commute beyond Lakewood's boundaries.

"The unique environment of Lakewood offers a combination of spaciousness of the single family home and the convenience of a planned community concept," according to Richard Paley, marketing director.

"As a result, Lakewood is becoming involved in the exterior chores that usually go with ownership of a single family home. Lakewood's maintenance fees are much more sophisticated than previous condominium days," he added.

Paley said that new home buyers will be able to purchase HOW-insured homes immediately.

"Our program has satisfied the HOW enrollment standards," Paley noted that buyers are now in a position to enjoy the facilities of Lakewood.

Launched in the Pines may be described as "the" of the Garden State Parkway. From there, take east, south on Rte. 88-Turn right, west on Rte. 9. Turn left at the intersection of Rte. 9. Turn left at the traffic light and make an immediate right turn onto the highway. Lakewood's "Covered Bridge" is on the right.

ARMY ROMANCE—Mr. and Mrs. Albert Hirsch became the 300th family to move into Pine Ridge, an adult community near Lakewood. The couple, who had been married 30 years, had been separated for 10 years. Their romance, which started in the Army during World War Two, has the best homes on the condominium market.

Period.

Our homes are big. Bright. And much better. With many more of the luxury features you're looking for. It all comes down to value... more value than you'll find in any other condominium community. But don't take our word for it. See our homes and let them speak for themselves. You'll like them so much, you'll want to stay.

1 and 2-bedroom Homes from

\$23,990 to \$36,990

### COVERED BRIDGE

Off Route 88 • Lakewood Township, N.J. • Phone: (201) 336-5400

Direction: At interchange south to Exit 11; then south on Garden State Parkway to Exit 12; then south on Route 9 for 9 miles to Covered Bridge (open daily from 10 a.m. to 6 p.m.)

#### LOT BUYERS!!

### JERSEY SHORE LAND AT AFFORDABLE PRICES

■ 5 mi. From Long Beach Island  
■ Country Club & 18-hole Golf Course  
■ Swimming Pool and Picnic Areas  
■ Tennis Courts, Basketball, Soccer and Boating  
■ Modern Health Care at Southern Ocean County Hospital next door to Ocean Acres

75' x 120' lot \$5450<sup>80</sup>  
7% financing over 60 months  
12% down payment

### Ocean Acres

For Information Call Collect: (609) 557-8018

Write for Free Brochure & Information:  
Ocean Acres, Inc., R.R. 1 • Garden State Parkway  
Exit 43, Manahawkin, N.J. 08050

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Date \_\_\_\_\_ Zip \_\_\_\_\_ S.P. \_\_\_\_\_

Obtain HUD property report from developer before buying any property. This brochure describes the merits of offering land as an investment. If any

model home is located in the

vicinity, it is located in the

18-Thursday, March 11, 1976-SPRINGFIELD (N.J.) LEADER

## Thrillers decide semi-finalists in Ivy: Princeton, Yale, Cornell and Harvard

Princeton, Yale, Cornell and Harvard all advanced to the semi-finals of the Springfield Ivy League basketball playoffs as victories in opening round games were decided Saturday. All four games were contested afternoons that were decided until late in the final period.

The regular season champion, Princeton, survived an up-and-down game against Yale, surviving in its last second of play. Harvard ousted Pennsylvania with a surge in the final minutes, and Cornell topped Brown.

A final period rally by Princeton

and Cornell, plus a three-point shot by Columbia, Princeton outscored Columbia 23-12

in the final period to provide the margin of victory. In the matinee, Josephine Smith, with

points to lead the Princeton team, Jeph, with

Jeff Silverstein was also effective for the

Columbia team as he hit eight points and helped under the boards.

Yale, which was seeded second in the playoff tournament, needed a last-second basket to knock off Princeton 54-52. Victory

shot from Peter Gargiulo at the buzzer.

At both ends of the court, Tom

Gargiulo and John Howe also played well for

Princeton and were particularly effective

in the fourth quarter.

Columbia was led in their upset bid by Joe

Dorfman. Joe returned from inactivity to score

17 points. Dorfman's aggressive play un-

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# Tar/Taste Theory Exploded.

**New 9 mg. tar MERIT with 'Enriched Flavor' proves taste no longer depends on amount of tar.**

Until today, cigarette flavor pretty much depended on the amount of tar that went along with it.

Regardless of "low tar, good taste" claims, regardless of fancy filters and "space-age" filtering systems - you couldn't get high taste without high tar.

Not low tar without low taste.

That was the theory.

Until today.

By isolating certain key ingredients of tobacco in cigarette smoke, ingredients that deliver taste way out of proportion to tar, researchers at Philip Morris have developed an 'Enriched Flavor' process so successful at boosting flavor, the resulting cigarette actually delivers as much or more taste than brands having more tar.

Up to 60% more tar.

The cigarette is 9 mg. tar MERIT. One of the lowest tar levels in smoking today. If you smoke - you'll be interested.

Taste Tested By People Like You

9 mg. tar MERIT was taste-tested against five current leading low tar



MERIT  
Filter

From Philip Morris

American Institute of Consumer Opinion Study available free on request.

Philip Morris Inc., Richmond, Va. 23261

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9 mg. tar MERIT

9 mg. tar MERIT