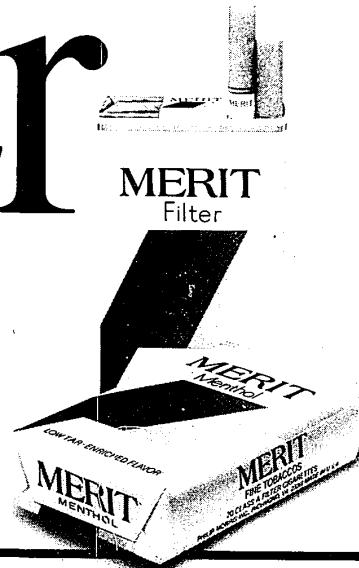


New National Smoker Study:



MERIT proven major alternative to high tar smoking—see results below.

The first real alternative—major alternative—to high tar smoking has just been reaffirmed by extensive new research conducted among thousands of smokers.

That alternative: MERIT.

Nationwide Studies—Thousands Of Smokers Involved

The research involved a complete spectrum of smokers from both high and low tar backgrounds. It was conducted nationwide and in two parts:

1. A nationwide taste-test comparison against leading high tar cigarettes.
2. Detailed interviews with current MERIT smokers from all over the U.S.

Philip Morris Inc. 1978
Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette, FTC Report Aug. '77
100's: 11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

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

Could MERIT taste hold its own against high tar brands? Does MERIT satisfy smokers over a long period—or do MERIT smokers find themselves slipping back to old favorites and switching around?

The results will interest you:

Confirmed: Majority of high tar smokers rate MERIT taste equal to—or better than—high tar cigarettes tested! *Cigarettes having up to twice the tar.*

Confirmed: 9 out of 10 MERIT smokers not considering other brands.

Confirmed: 85% of MERIT smokers say it was an "easy switch" from high tar brands.

Confirmed: Overwhelming majority of MERIT smokers say their former high tar brands weren't missed!

Confirmed: Majority of high tar smokers confirm taste satisfaction of low tar MERIT.

First Major Alternative To High Tar Smoking

MERIT has proven conclusively that it not only delivers the flavor of high tar brands but continues to satisfy!

This ability to satisfy over long periods of time could be the most important evidence to date that MERIT is what it claims to be: the first major alternative to high tar smoking.

MERIT

Kings & 100's