

Latest Smoker Research Just In:
MERIT undisputed victor over leading high tars
 in tests comparing taste and tar level.

Smokers Prefer Merit 3 To 1!

Smokers find the taste of low tar
MERIT matches that of high tar cigarettes.

New taste-test results prove it.

Proof: A significant majority of smokers rated **MERIT** taste as good as—or better than—leading high tar brands. Even cigarettes having twice the tar!

Proof: Of the 95% stating a preference when tar levels were revealed, 3 out of 4 smokers chose the **MERIT** low tar/good taste combination over high tar leaders.

MERIT smokers rate
 low tar **MERIT** satisfying taste
 alternative to high tar brands.

New national smoker study
 results prove it.

Proof: The overwhelming
 majority of **MERIT** smokers polled

© Philip Morris Inc. 1979

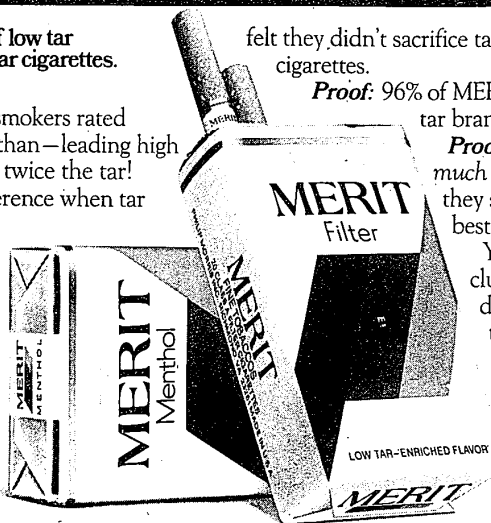
felt they didn't sacrifice taste in switching from high tar
 cigarettes.

Proof: 96% of **MERIT** smokers don't miss former high
 tar brands.

Proof: 9 out of 10 enjoy smoking as
 much since switching to **MERIT**, are glad
 they switched, and report **MERIT** is the
 best tasting low tar they've ever tried!

You've read the results. The con-
 clusion is clearer than ever: **MERIT**
 delivers a winning combination of
 taste and low tar.

A combination that seems to be
 attracting more and more smokers
 every day and—more importantly
 —satisfying them long term.



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

Kings: 8 mg "tar," 0.6 mg nicotine—
 100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78

MERIT
 Kings & 100's