New Wave Of Smoker Research Just In: MERIT smokers acclaim low tar option as taste alternative to high tar brands.

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 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.

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

New taste-test results prove it.

O Philip Morris Inc. 1979

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

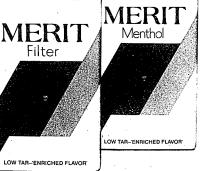
Proof: A significant majority of smokers rated MERIT taste as good as -or better than -leading high tar brands. Even cigarettes having twice the tar!

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.

You've read the results. The conclusion 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.

Kings & 100's



Kings: 8 mg ''tar,'' 0:6 mg nicotine— 100's:11 mg ''tar,'' 0.7 mg nicotine av. per cigarette, FTC Report May '78