

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

"Best Tasting Low Tar I've Tried."

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.

© Philip Morris Inc. 1979



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 com-
 bination 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.

MERIT

Kings & 100's

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