

Newest Research Results:

# Smokers Affirm Merit Choice!

---

**MERIT smokers report "no taste sacrifice"  
in switch from high tar brands.**

---

**MERIT: Proven Long Term  
Alternative To High Tar Brands.**

New national smoker study results prove it.

**Proof:** The overwhelming majority of MERIT smokers polled feel 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 Prefer MERIT 3 To!!**

New taste tests with thousands of smokers prove it.

**Proof:** A significant majority

© Philip Morris Inc. 1980

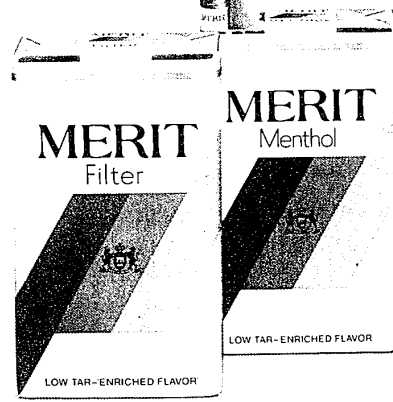
of smokers rate MERIT taste as good as—or better than—leading high tar brands. Even cigarettes having twice the tar!

**Proof:** Of the 95% stating a preference, 3 out of 4 smokers chose the MERIT low tar/

good taste combination over high tar leaders when tar levels were revealed.

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

A combination that's 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**