

# Smoker Puzzle Solved By Merit Taste.

Research establishes low tar MERIT as proven taste alternative to high tar smoking.

There is a difference between other low tar cigarettes and MERIT — a proven difference.

Tests with thousands of smokers provide solid evidence that MERIT delivers the flavor of high tar brands, and continues to satisfy long term.

**Smoker Quest Ends**

**Blind Taste Tests:** In tests where brand identity was concealed, a significant majority of smokers rated the taste of low tar MERIT as good as—or better than—leading high tar brands. Even cigarettes having twice the tar!



**Smoker Preference:** Among the 95% of smokers stating a preference, the MERIT low tar/good taste combination was favored 3 to 1 over high tar leaders when tar levels were revealed!

**Long-Term Satisfaction:** In the latest survey of former high tar smokers who have switched to MERIT, 9 out of 10 reported they continue to enjoy smoking, are glad they switched, and reported

MERIT is the best-tasting low tar they've ever tried!

MERIT is the proven alternative to high tar smoking. And you can taste it.

**MERIT**  
Kings & 100's

© Philip Morris Inc. 1980  
Kings: 8 mg "tar," 0.6 mg nicotine—100's Reg: 10 mg "tar," 0.7 mg nicotine—100's Men: 11 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec '79

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