

Merit "Easy Switch."

National Smoker Study confirms MERIT taste sparks switch from higher tar brands.

The bottom line: taste.

That's the result of the latest wave of research with smokers who have switched from higher tar cigarettes to 'Enriched Flavor' MERIT.

MERIT Earns Tastefrophy.

Nationwide survey reveals over 90% of MERIT smokers who switched from higher tar are glad they did. In fact, 94% don't even miss their former brands.

Further Evidence 9 out of 10 former higher tar smokers report MERIT an easy switch, that they didn't give up taste in switching, and that MERIT is the best-tasting low tar they've ever tried.

MERIT By Wide Margin.

In addition, extensive unmarked pack tests confirm that MERIT delivers a winning combination of taste and low tar when compared with higher tar leaders.

Confirmed: The overwhelming majority of smokers reported MERIT taste equal to—or better than—leading higher tar brands.

Confirmed: When tar levels were revealed, 2 out of 3 chose the MERIT combination of low tar and good taste.

Year after year, in study after study, MERIT remains unbeaten. The proven taste alternative to higher tar smoking—is MERIT.



MERIT

Kings & 100's

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

© Philip Morris Inc. 1982

Kings: 7 mg "tar," 0.5 mg nicotine—100's Reg: 10 mg "tar," 0.7 mg nicotine—100's Men: 9 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report Dec '81