

Merit Loyalty Grows.

**"Former high tar brands not missed," report
MERIT smokers in latest survey.**

Taste Quest Ends

Latest research provides solid evidence that MERIT is a satisfying long-term taste alternative to high tar cigarettes.

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.

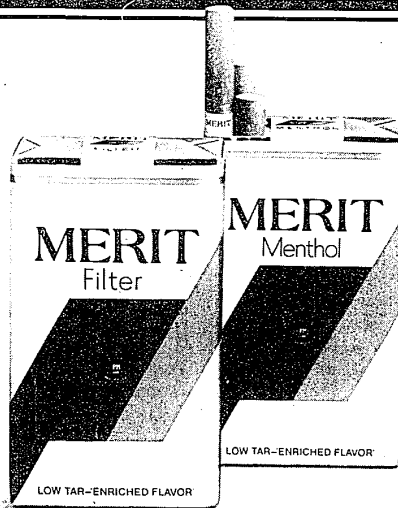
Smoker Tests Offer More Proof

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.

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 Ment: 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.**