

Taste Bonus!

Research generates consistent proof that low tar MERIT matches taste of higher tar brands.

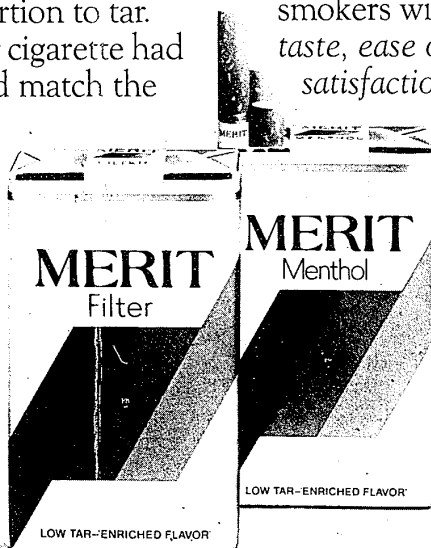
Five years ago, low tar MERIT sparked a whole new era in smoking by delivering taste way out of proportion to tar.

Until MERIT, no low tar cigarette had been able to prove it could match the taste of higher tar brands.

Millions Endorse MERIT Taste

Switching studies confirm it. 90% of smokers switching to MERIT are coming *directly* from higher tar cigarettes.

Fact: Since its introduction, MERIT has gained more smokers than any other low tar brand!



MERIT: Taste Success

MERIT continues to win higher tar smokers with its unique combination of *taste, ease of switch, and long-term satisfaction.*

A combination that appeals to millions of smokers who have switched to—and stayed with—the first *proven* taste alternative to higher tar smoking.

The momentum builds: MERIT is changing the future of smoking.

MERIT

Kings & 100's

© Philip Morris Inc. 1981
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.