

Landmark Smoker Study:

Merit Takes Taste Honors.

Former higher tar smokers acclaim MERIT
“Best-tasting low tar I’ve tried.”

The most rigorous MERIT research to date has just been completed.

Result: MERIT smokers confirm taste a major factor in completing their successful switch from higher tar cigarettes.

MERIT Taste Sparks Switch.

Nationwide survey reveals over 90% of MERIT smokers are glad they switched from higher tar cigarettes. 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 Beats Toughest Competitors.

In the second part of this study, new 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.

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Reg: 8 mg "tar," 0.6 mg nicotine—Men; 7 mg "tar," 0.5 mg nicotine—100's Reg: 9 mg "tar," 0.7 mg nicotine—100's Men; 10 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Mar'81