

## New National Smoker Study:

# Toughest Smoker Tests Ever!

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**Landmark smoker study provides new evidence supporting MERIT as *proven* taste alternative to higher tar smoking.**

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Just released—results of rigorous new smoker research conducted by MERIT.

The conclusion: In extensive tests comparing taste and tar combined, MERIT is the *clear choice* over leading higher tar brands.

### **MERIT Remains Unbeaten.**

In impartial new tests where brand identity was concealed, the *overwhelming majority* of smokers reported MERIT taste equal to—or better than—leading higher tar brands.

Moreover, when tar levels were revealed, 2 out of 3

chose the MERIT combination of low tar and good taste.

### **MERIT Taste Sparks Switch.**

In the second part of this extensive new study, former higher tar smokers report MERIT is 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*.

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