

New National Smoker Study:

Toughest Smoker Tests Ever!

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

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