

Merit Taste Unbeaten!

MERIT low tar/good taste combination continues as proven winner over leading higher tar brands.

One low tar cigarette continues to challenge higher tar smoking—and win.

Latest research offers new evidence confirming MERIT as the *proven* taste alternative to higher tar smoking.

Higher Tars Meet Taste Match.

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.

Taste Smokers Turning To MERIT.

In a second part of the same study, smokers confirm that MERIT taste is a major factor in completing their successful switch from higher tar brands.

Confirmed: 9 out of 10 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

Regular & Menthol

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