

# Yes!

## Former higher tar smokers affirm MERIT choice for taste, ease of switch, and long-term satisfaction.

The research results are overwhelming.

New National Smoker Study provides solid evidence that 'Enriched Flavor,' MERIT offers a satisfying alternative to higher tar cigarettes.

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

Nationwide survey reveals over 90% of MERIT smokers who switched from higher tar are glad they did. 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 Clear Choice In New Tests.**

In addition, extensive unmarked-pack tests confirm that MERIT delivers a winning combination of taste and low tar when compared against higher tar leaders.

*Confirmed:* The overwhelming majority 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