

## Research Results Conclusive:

# Clean Sweep!

2 out of 3 smokers choose MERIT low tar/good taste combination over leading higher tar brands.

Landmark smoker study produces solid new evidence that MERIT delivers a winning combination of good taste and low tar when compared with higher tar leaders.

### MERIT Clear Choice In New Tests.

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 Switch Clicks.

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