

Taste Verdict: Merit.

Former higher tar smokers applaud MERIT
as "Best-tasting low tar I've tried."

Can a low tar cigarette provide the taste incentive to switch smokers from higher tar brands?

Research proves MERIT can.

Taste Debate Ends.

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 Landslide.

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

Confirmed: The *overwhelming majority* of smokers 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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Kings: 7 mg "tar," 0.5 mg nicotine—100's Reg: 10 mg "tar," 0.7 mg nicotine—100's Men: 9 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report Dec. 81