

Landmark Smoker Study:

Merit Earns Taste Trophy.

Rigorous smoker tests confirm MERIT as proven taste alternative to higher tar smoking.

Just released—the results of extensive new research conducted by MERIT.

The conclusion: In 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.

Taste Turning Smokers To MERIT.

In a separate part of this study, smokers report 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 say 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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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