

Taste Marvel!

Latest research confirms MERIT delivers the taste of cigarettes having up to twice the tar.

Many low tar cigarettes make taste promises. But only 'Enriched Flavor' MERIT offers *proof* not promises. Proof through extensive smoker taste tests.

MERIT Taste Does It.

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. Even brands with up to twice the tar.

Moreover, when tar levels were revealed, 2 out of 3 chose the MERIT combination of low tar and good taste.

MERIT Taste Sparks Switch.

In a separate part of this extensive new study, MERIT smokers report that 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