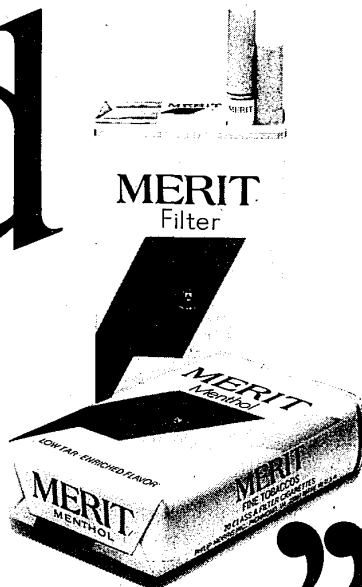


## New National Smoker Study:

# "Wish I'd Tried One Sooner."



## Low tar MERIT proven major alternative for high tar smokers—see results below.

Can low tar MERIT packed with 'Enriched Flavor' tobacco measure up to the taste expectations of current smokers of high tar cigarettes?

Read the results from a new, nationwide research effort involving smokers who actually tested MERIT against leading high tar brands.

### Results Confirm Breakthrough

**Confirmed:** Majority of high tar smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! Cigarettes having up to twice the tar.

**Confirmed:** Majority of high tar smokers confirm taste satisfaction of low tar MERIT.

And in detailed interviews conducted among current MERIT smokers?

**Confirmed:** 85% of MERIT smokers say it was

an "easy switch" from high tar brands.

**Confirmed:** Overwhelming majority of MERIT smokers say their former high tar brands weren't missed!

**Confirmed:** 9 out of 10 MERIT smokers not considering other brands.

### First Major Alternative To High Tar Smoking

MERIT has proven conclusively that it not only delivers the flavor of high tar brands—but continues to satisfy!

This ability to satisfy over long periods of time could be the most important evidence to date that MERIT is what it claims to be:

The first real taste alternative for high tar smokers.

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Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette, FTC Report Aug. '77  
100's: 11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

# MERIT

Kings & 100's