

National Smoker Study Conclusive:

Merit Pre-Empts High Tars!

3 out of 4 smokers choose MERIT over leading high tar brands in tests comparing taste and tar levels.

There's a low tar cigarette that's challenging high tar smoking—and winning.

The cigarette: MERIT.

High Tars Suffer Setback.

Latest research proves smokers actually prefer MERIT over leading high tar brands!

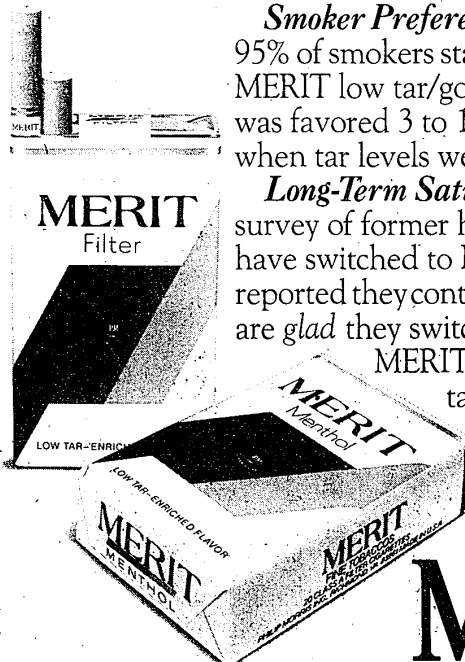
Blind Taste Tests: In tests where brand identity was concealed, a significant majority of smokers rated the taste of low tar MERIT as good as—or better than—leading high tar brands.

Even cigarettes having twice the tar!

Smoker Preference: Among the 95% of smokers stating a preference, the MERIT low tar/good taste combination was favored 3 to 1 over high tar leaders when tar levels were revealed!

Long-Term Satisfaction: In the latest survey of former high tar smokers who have switched to MERIT, 9 out of 10 reported they continue to enjoy smoking, are glad they switched, and reported MERIT is the best-tasting low tar they've ever tried!

MERIT is the proven taste alternative to high tar smoking.



MERIT

Kings & 100's

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Kings: 8 mg "tar," 0.6 mg nicotine—100's Reg: 10 mg "tar," 0.7 mg nicotine—100's Men: 11 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec. 79

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