

Merit: Runaway Winner.

MERIT low tar/good taste combination earns convincing 3 to 1 victory over high tar leaders.

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

The cigarette: MERIT.

High Tars Suffer Setback.

Nationwide smoker research documents that smokers *prefer* MERIT.

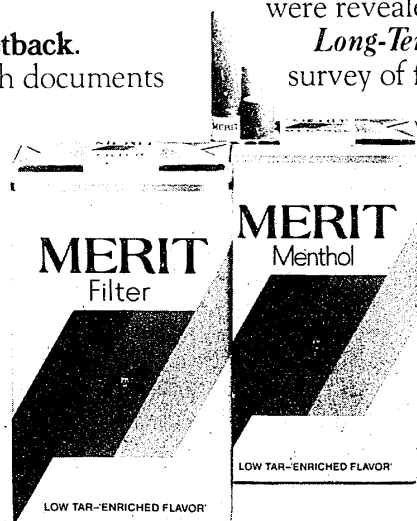
Blind Taste Tests: In tests where brand identity was concealed, a significant majority of smokers rated the taste of low tar MERIT as good as—or better than—leading high tar brands. Even cigarettes having twice the tar!

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 alternative to high tar smoking. And you can taste it.



MERIT
Kings & 100's

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

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