

Merit Wins Taste Honors.

Research establishes low tar MERIT as proven taste alternative to high tar smoking.

Smoker Research Conclusive

Nationwide tests with thousands of smokers continue to confirm the MERIT breakthrough in key areas of taste, ease of switch and ability to satisfy long term.

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

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Kings: 9 mg "tar," 0.6 mg nicotine—100's; Reg: 10 mg "tar," 0.7 mg nicotine—100's; Ment: 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.

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 report 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