

Merit Taste Unbeaten!

MERIT low tar/good taste combination continues as proven winner over leading higher tar brands.

One low tar cigarette *continues* to challenge higher tar smoking—and win.

Latest research offers new evidence confirming MERIT as the *proven* taste alternative to higher tar smoking.

Higher Tars Meet Taste Match.

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.

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

Taste Smokers Turning To MERIT.

In a second part of the same study, smokers confirm that MERIT taste is a major factor in completing their successful switch from higher tar brands.

Confirmed: 9 out of 10 former higher tar smokers report 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

Regular & Menthol

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

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Reg: 8 mg "tar," 0.6 mg nicotine—Men: 7 mg "tar," 0.5 mg nicotine—100's Reg: 9 mg "tar," 0.7 mg nicotine—100's Men: 10 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Mar.'81