

# Taste Verdict: Merit.

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**Former higher tar smokers applaud MERIT  
as "Best-tasting low tar I've tried."**

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Can a low tar cigarette provide the taste incentive to switch smokers from higher tar brands?

Research proves MERIT can.

## **Taste Debate Ends.**

Nationwide survey reveals over 90% of MERIT smokers who switched from higher tar are glad they did. In fact, 94% *don't even miss their former brands.*

Further Evidence: 9 out of 10 former higher tar smokers report MERIT 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.*

## **MERIT Landslide.**

In addition, extensive unmarked-pack tests confirm that MERIT delivers a winning combination of taste and low tar when compared with higher tar leaders.

**Confirmed:** The *overwhelming majority* of smokers reported MERIT taste equal to—or better than—leading higher tar brands.

**Confirmed:** When tar levels were revealed, 2 out of 3 chose the MERIT combination of low tar and good taste.

Year after year, in study after study, MERIT remains unbeaten. The *proven* taste alternative to higher tar smoking—is MERIT.



# MERIT

**Kings & 100's**

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

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Kings: 7 mg "tar," 0.5 mg nicotine—100's Reg; 10 mg "tar," 0.7 mg nicotine—100's Men; 9 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report Dec. 81.