

Merit Passes Crucial Test!

—National Smoker Study

Long term taste satisfaction achieved among low tar smoking's toughest critics—high tar smokers.

A detailed, nationwide research effort has confirmed that 'Enriched Flavor' MERIT really does deliver the flavor of higher tar brands.

Confirmed: Majority of high tar smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! Cigarettes having up to twice the tar.

Confirmed: Majority of high tar smokers confirm taste satisfaction of MERIT.

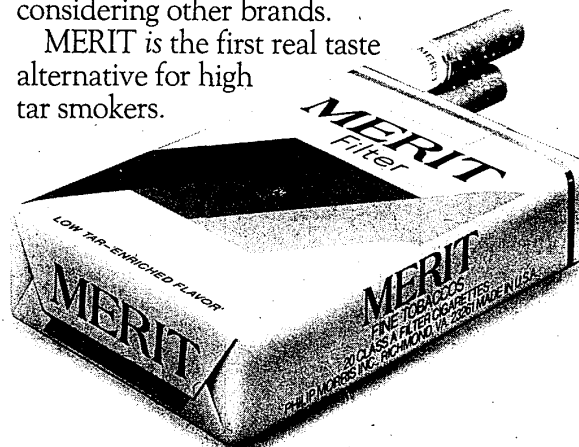
And current MERIT smokers made these confirmations:

Confirmed: 85% of MERIT smokers say it was an "easy switch" from high tar brands.

Confirmed: Overwhelming majority of MERIT smokers say their high tar brands weren't missed!

Confirmed: 9 out of 10 MERIT smokers not considering other brands.

MERIT is the first real taste alternative for high tar smokers.



MERIT
Kings & 100's

Kings: 8 mg "tar," 0.6 mg nicotine—
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78

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

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