

**Newest Wave Of Smoker Research:
MERIT favored 3 to 1 over high tar brands
in tests comparing taste and tar level.**

Merit Sweeps New Tests!

Smokers Report: MERIT Taste Matches High Tar Cigarettes.

New taste tests with thousands of smokers prove it.

Proof: A significant majority of smokers rate MERIT taste as good as—or better than—leading high tar brands. Even cigarettes having twice the tar!

Proof: Of the 95% stating a preference, 3 out of 4 smokers chose the MERIT low tar/good taste combination over high tar leaders when tar levels were revealed.

MERIT: Proven Long Term Alternative To High Tar Brands.

New national smoker study results prove it.

Proof: The overwhelming majority of MERIT smokers polled feel they didn't sacrifice taste in switching

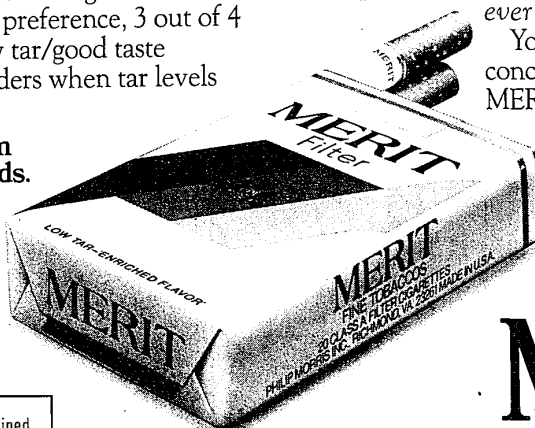
from high tar cigarettes.

Proof: 96% of MERIT smokers don't miss former high tar brands.

Proof: 9 out of 10 enjoy smoking *as much* since switching to MERIT, are *glad* they switched, and report MERIT is the best tasting low tar they've *ever* tried.

You've read the results. The conclusion is clearer than ever: MERIT delivers a winning combination of taste and low tar.

A combination that's attracting more and more smokers every day and—more importantly—satisfying them *long term*.



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: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78