## National Smoker Study: Merit ${ }^{5}$ Science Works!

Low tar MERIT with 'Enriched Flavor'. tobacco delivers taste equal to-or better than-leading high tar brands.

The Enriched Flavor science of low tar MERIT, 12 years in the making, isolates and fortifies flavor components of smoke for a taste way out of proportion to tar. Can that taste satisfy the toughest critics of low tar smoking-current smokers of high tar cigarettes?
Read the results from a detailed, nationwide research effort involving smokers who tasteConfirmed: Majority of high tar tar brands. MERIT taste equal to-or better smokers rate high tar cigarettes tested! Cigarettes having
to twice the tar.
Confirmed: Majority of high tar smokers
confirm taste satisfaction of low tar MERIT. And in interviews conducted among current
on


MERIT smoker
Confirmed: $85 \%$ of MERIT smokers say it was an easy switch" from high tar brands.
Confirmed: 9 out of $10^{\prime}$ MERIT smokers not
Considering other brands.
Confirmed: Overwhelming majority of MERIT smokers say their former high tar brands weren't missed!
MERIT has proven conclusively that it not only delivers the flavor of high tar brands-but This ability to sati
This ability to satisfy over long periods of time could be the most important evidence to claims: The first real taste alternative for high tar smokers.





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Letter to the Editor
Welfare Reform Suggested

## Angle \＆Walter

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Your Neighbor＇s Kitchen
Fruit－Filled Roast Pork，With Beer，Is a Deligh


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to 6 P．M．Monday，February 19 －Washington＇s Birthday！


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