

Newest Research Findings:  
 Low tar MERIT 100's preferred over high tar leaders  
 in tests comparing taste and tar levels.

# Merit 100's Victory!

## Smokers Prefer MERIT 100's 3 To 1!

New taste-test results prove it.

**Proof:** A significant majority of 100's smokers rate MERIT 100's taste as good as—or better than—leading high tar 100's. Even cigarettes having 60% more 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 100's: Proven Long Term Alternative To High Tar Brands.

New national smoker study results prove it.

**Proof:** The overwhelming majority of MERIT 100's smokers polled feel they didn't sacrifice taste in switching from

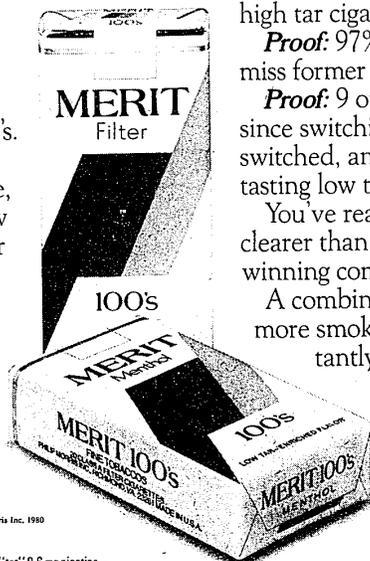
high tar cigarettes.

**Proof:** 97% of MERIT 100's smokers don't miss former high tar brands.

**Proof:** 9 out of 10 enjoy smoking *as much* since switching to MERIT 100's, are *glad* they switched, and report MERIT 100's is the best tasting low tar they've *ever* tried.

You've read the results. The conclusion is clearer than ever: MERIT 100's 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.

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