

# Merit Menthol Preferred 3 To 1!

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*In extensive new testing, smokers compared leading high tar menthols and low tar MERIT MENTHOL. The result: Of the 95% stating a preference, 3 out of 4 smokers chose the MERIT MENTHOL low tar/good taste combination when tar levels were revealed.*

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Kings: 8 mg "tar," 0.6 mg nicotine—100's Reg: 10 mg "tar," 0.7 mg nicotine—  
100's Ment: 11 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec. 79

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

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**MERIT**  
Kings & 100's