

# Merit 100's Win Big In Tests.

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**Low tar/good taste combination scores impressive  
3 to 1 victory over leading high tar 100's.**

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There's a low tar cigarette that's challenging high tar smoking—and winning.

The cigarette: MERIT 100's.

## **More MERIT Proof**

Latest research provides solid evidence that MERIT 100's is a satisfying alternative to high tar smoking.

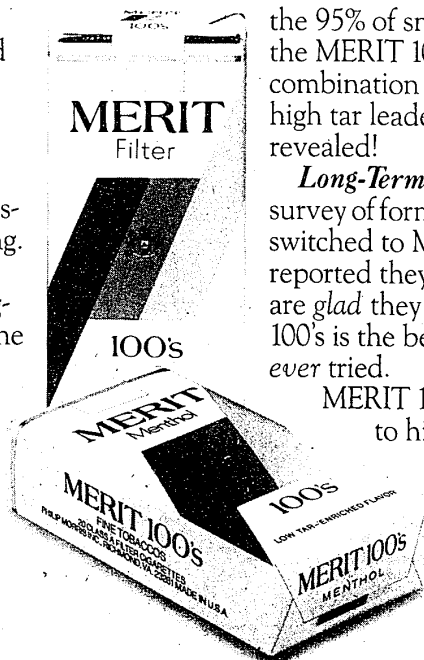
**Blind Taste Tests:** In tests where brand identity was concealed, a significant majority of smokers rated the taste of low tar MERIT 100's equal to—or better than—leading high tar brands. Even cigarettes having twice the tar!

**Smoker Preference:** Among

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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.



the 95% of smokers stating a preference, the MERIT 100's low tar/good taste combination was favored 3 to 1 over high tar leaders when tar levels were revealed!

**Long-Term Satisfaction:** In the latest survey of former high tar smokers who have switched to MERIT 100's, 9 out of 10 reported they continue to *enjoy* smoking, are *glad* they switched, and report MERIT 100's is the best-tasting low tar they've ever tried.

MERIT 100's is the proven alternative to high tar smoking. And you can taste it.

# MERIT

**Kings & 100's**