

"I have tried other brands of cigarettes and have the almost full packs in my cabinet to prove it. MERIT is the first different brand I have liked and the tar and nicotine level is hard to believe."

—Ms. Mary A. Shufon
Troy, New York

"I was amazed! I can't believe that a low tar and nicotine cigarette can taste so good."

—J. Thomas Ellicott, Jr.
North Palm Beach, Florida

"After smoking for 25 years and desperately looking for a low tar and nicotine cigarette that tastes like a cigarette, EUREKA—MERIT."

—Mrs. Elaine R. Turiano
New Brunswick, New Jersey

"Bingo! This is really the first low tar cigarette that I can taste."

—James E. Yates, Jr.
Johnson City, Tennessee

"Well, a pack of Merit cigarettes caught my eye. It was the yellow and brown stripes. I broke down and bought a pack. I tell you that they are fantastic!"

"...if you can change me, you can change anyone."

—Mrs. Bonnie Lindsay
Bridgeport, Connecticut

"I think you people have come out with the best menthol cigarette yet."

—Robert E. Wright
Columbus, Ohio

"I want to thank you for producing a cigarette which actually lives up to its advertising—low tar and full cigarette flavor."

—Irene Feiffer
New York, New York

"We tried most of the new ones, but none seemed like you were smoking at all, until MERIT."

—William L. Platter
South Plainfield, New Jersey

"I have tried some of the low tar and low nicotine cigarettes, but never cared for them until MERIT was put on the market. I really enjoy them very much and I just wanted to say thanks for a nice cigarette."

—Mrs. Rodney Rice
Indian Orchard, Massachusetts

"As a cigarette smoker for some 60 years, I wanted to compliment you on your fine product, MERIT cigarettes."

—Rex B. Little
San Diego, California

"You've done it; made a good tasting cigarette, low in tar. I've switched to MERIT!"

—Mrs. Frederic Shaw
Jenkintown, Pennsylvania

"I've been smoking MERIT for 2 months (when the store has them) and two of my neighbors switched to MERIT MENTHOL. We're all delighted."

—Gene L. Hodges, Jr.
Charlotte, North Carolina

"It should be called the T.T.T. cigarette (true tobacco taste)."

—Mr. J. W. McLeod
Manning, South Carolina

"I have to admit I was skeptical because I had tried several low tar cigarettes. After smoking one pack, I was really amazed...they are as good as the cigarettes with higher tar."

—Mrs. Brenda Clark
Opelika, Alabama

"I have been searching for a low tar cigarette for some time now. All others I've tried have no taste... I'm a MERIT man."

—Ray Echard
Parkersburg, West Virginia

"I don't know what you did, but you certainly did something right."

—Mrs. Marian Friedman
Valley Stream, New York

"MERIT is terrific. The 12-year effort was worth it!"

—Mrs. Emmett Wagner
Manitowish, Wisconsin

"I am writing in regards to your MERIT MENTHOL cigarettes. I am extremely pleased with them. Since the first time I tried them, they have been my cigarette."

—Joanne Gudvanga
St. Paul, Minnesota

"Leave it to the experts! They have done it again."

—Robert M. Hornsby
Topeka, Kansas

"I want to thank you, thank you, Thank You! Merit cigarettes taste stronger than other low-tar cigarettes... they're great!"

—Miss Meg Vollmer
St. James, New York

"Thank you for making the biggest breakthrough in smoking in all the years I have smoked. The taste and pleasure I get from MERIT is unbelievable."

—Marco A. Nolan
Akron, Ohio

"I want to thank you all for your super work in producing this A+ cigarette."

—Miss Jo Arlene Relford
York, Pennsylvania

"Just wanted to drop a line and say congratulations for Merit 100's. They are great."

—Mr. Fred W. Gruman
Floral Park, New York

"The taste of Merit supersedes all others. It is not only mild, but good tasting."

—Mrs. Ethel Carnegie
Washington, D.C.

"I have been searching for a low tar and nicotine cigarette for a long time. I never dreamed I would find one that I could actually enjoy. I found one. MERIT."

—Wendell D. Austin
Ben Avon, Pennsylvania

"I have tried your MERIT MENTHOL and you have sold me."

—Mary Felix
Miami Beach, Florida

"I don't usually write to companies about their products, but in this case you definitely deserve praise on your new cigarette—MERIT MENTHOL 100's."

"Your 'Enriched Flavor' process is the greatest. Thank you!"

—Mrs. Patricia Amato
Linden, New Jersey

"Several months ago, I tried Merit, and have been smoking them ever since. They are the first low tar cigarette that actually tastes good."

—Barbara G. Wiltshire
Richmond, Virginia

"I tried your cigarette. I couldn't believe it, a smoother smoke, real cigarette taste."

—Mrs. Christine Buczak
New York, New York

"Congratulations on coming out with a low tar, low nicotine cigarette that tastes like tobacco instead of lettuce."

—Mrs. Glen C. Skaggs
San Antonio, Texas

"I tried MERIT. Since my first one, I have stayed with them. I feel good about cutting down on tar and nicotine. MERIT has a great taste!"

—Mrs. Charollette Nemetz
Whittier, California

"MERIT is a great tasting cigarette."

—David Schneider
Eastchester, New York

"The greatest smoking pleasure I have ever experienced. I have finally struck gold."

—Ms. Clara C. Zeigler
Birmingham, Alabama

"Hooray for lower tar and no sacrifice of flavor quality!"

—C. L. Burnett
Venice, Florida

"For the past 10 years I have been trying to find a smokeable low tar and nicotine cigarette. It only took one pack of MERIT to convert me."

—Mrs. Virginia Peyton Kirk
Havre de Grace, Maryland

"I have recently switched to MERIT. I truly enjoy the taste."

—Paul J. Weiss
Long Island City, New York

"What a cigarette! Thank you for a truly remarkable low tar cigarette that leaves me satisfied."

—Mrs. Richard H. Walther
Richmond, Virginia

"Either I'm a lousy judge or you have a good product. I tend to favor the latter."

—Mr. Louis J. Orlando
West Chester, Pennsylvania



Regular & Menthol. Kings & 100's.

"The taste is outstanding. Keep up the good work. They are really refreshing."

—Douglas B. DeMaris
Minneapolis, Minnesota

"MERIT is the only brand in low tar to give me the flavor and satisfaction that I had been looking for."

—Cecilia Boberman
Wanigan, New York

"In the past, I have tried other brands as they came on the market, but they all lacked something. MERIT contains that something the others lacked."

—Guy E. Noble
Orlando, Florida

"I've made the switch."

—Mrs. Edward Pelc
Munster, Indiana

"You have my word I was delighted. So from now on it's MERIT for me."

—Mr. Michael Noga
Brooklyn, New York

"Your new cigarette, MERIT, absolutely shocked me."

—Terry Stewart
Springfield, Ohio

"I bought a pack of MERIT cigarettes and another and another. They're great. Like it says on the pack: A quality of flavor in a low tar and nicotine cigarette."

—Mrs. George Richaud
Bakersfield, California

"Congratulations. I've tried them all and your new offering, 'MERIT', has it all."

—Paul C. Burt
Stirling, New Jersey

"Your 'Enriched Flavor' process has done much to restore my faith in American ingenuity."

—Ms. Elizabeth Byrd Carder
Stamford, Connecticut