

MERIT!

'Enriched Flavor' process prompts unprecedented response to taste of new low tar MERIT.

Smokers are talking about a new kind of cigarette.

It's MERIT. The remarkable new low tar cigarette made with the 'Enriched Flavor' process.

MERIT has only 9 mg. tar. One of the lowest tar levels in smoking today. Yet, taste tests proved that MERIT delivers as much—or more—flavor than cigarettes having up to 60% more tar.

If you smoke, you'll be interested in what people like yourself are writing to us about MERIT.

"You can be proud of your new Merit cigarettes. They are the first and only low tar brand that doesn't taste like so much hot air."

—Burl Barer
Bellevue, Washington

"Merit is the best yet—it hit my taste buds perfectly!"

—Ernest Walters
Lutherville, Maryland

"Whoever finally came up with the cigarette is a genius. Thanks again, all your effort was worth it!!!!!"

—Mrs. Christine Buczak
New York, New York

"Try a Merit and you'll want to share it."

—Mrs. Sue Theriot
Indianapolis, Indiana

"Thanks to all of you for discovering 'enriched flavor!'"

—Sheldon M. Weisman
Dallas, Texas

"As far as I'm concerned, Merit has them all beat for taste and flavor.... It puts all other low tar and nicotine cigarettes to shame."

—Nicholas J. Matera
Newark, New Jersey

"It's very seldom that a product really impresses me, but Merit filters are great."

—Skip Anderson
Milstadt, Illinois

"The eight friends I have introduced to MERIT have asked me to include their thanks for your new product."

—Paul J. Weiss
Long Island City, New York

"Merit should be called the T.T.T. Cigarette (True Tobacco Taste)."

—J. W. McLeod
Manning, South Carolina

"Low tar cigarettes were out of the question, had tried 'em, and, as far as I was concerned, they were a smoker's joke. And along came Merit."

—Ms. Christie Pavoni
Memphis, Tennessee

"Today a friend handed me a complimentary pack of Merit. I'm delighted!"

—Carolyn Perdue
North Miami Beach, Florida

"I've tried all the low tar and nicotine cigarettes without finding a winner, until now.... MERIT is definitely a winner."

—Mr. Raymond L. Rubin
Milwaukee, Wisconsin

"Finally, a good tasting cigarette low in tar and nicotine. And you feel like you're smoking something besides air."

—Susan Wilmington
Chicago, Illinois

"Finally someone has made a low tar and nicotine cigarette that is really good."

—Ms. Joan Connelly
Livonia, Michigan

"MERIT Menthols provide a very satisfying taste and I am sure I will be smoking this brand from now on."

—Mrs. Margaret Hargan
Memphis, Tennessee

"Three cheers for Merit! I don't know how you did it, but congratulations."

—Mrs. Samuel Garre III
Barrington, Illinois

"I've tried other low tar brands as they came on the market, but they all lacked something. Merit has that something the others lacked."

—G. E. Noble
Orlando, Florida

"Keep up the good work. A good slogan for MERIT might be 'do yourself a favor while lighting up enriched flavor'."

—Norris E. Rawhouser
Menomonie, Wisconsin

"Congratulations—they really do taste good. Great work!"

—Mr. Robert Baker
Kenilworth, New Jersey

"We want to thank the people at Philip Morris for a low tar and nicotine cigarette with fantastic flavor."

—Mrs. Jay C. Moyer
Whitehall, Pennsylvania

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