

**"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."**

—Mrs. 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 the MERITs were 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  
Manitowoc, 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 Gudvangren  
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."**

—Marc 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  
Berwyn, 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 Merits, and have been smoking them ever since. They are the first low tar cigarette that actually tastes good."**

—Barbara G. Willshire  
Richmond, Virginia

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

—Mrs. Christine Buccak  
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. Charlotte 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 Beberman  
Wantagh, 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  
Monster, 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

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Kings: 8 mg. "tar," 0.5 mg. nicotine av. per cigarette, FTC Report Dec. '76  
100's: 12 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC Method.

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