

"May I congratulate you on your accomplishment. I am now a MERIT smoker and enjoy them very much. They taste great. Thanks again for your new discovery."

—Mrs. Larry Rohovit
Raytown, Missouri

"Merit 100's still taste like a cigarette, even though low in tar."

—Mrs. Estelle Myhthousen
Marietta, Georgia

"MERIT is the first low tar and nicotine cigarette that I enjoy smoking."

—A. Carol Payne
Washington, D.C.

"There isn't a better low 'tar' cigarette on the market than Merit. I don't know how you got so much 'quality of flavor' into only 9 mg. of 'tar', but I'm quite grateful you did."

—Molly Forde
San Rafael, California

"MERIT is the smoke of impeccable taste."

—Mrs. Evelyn R. Malone
Bell, California

"The very first pack of MERIT MENTHOL did it. I was immediately impressed with the taste."

—Raymond T. Abdo
Suffield, Ohio

"My husband brought home a pack of 'Merit Filters' and told me to try one—I did—it was good. Had a nice, mild taste. I loved it."

—Mrs. Laurie Mack
Little Rock, Arkansas

"I would like to thank you for adding taste to menthol."

—Frank Winebrenner
York, Pennsylvania

"I am writing to let you know that I really enjoy smoking Merit cigarettes. They were passed out to everyone at a Bingo game at Our Lady of Peace Church in Lynbrook, New York. That's when I started smoking them."

—Mrs. Rose Palmieri
Lynbrook, New York

"My husband and I switched to MERIT and we really like the taste. It's unbelievable how good a low tar/low nicotine cigarette can taste."

—Kathy Lynn Mazzarella
South Bend, Indiana

"MERIT comes through with flying colors."

—Ms. Dorothy Pendergast
North Syracuse, New York

"Thank you for making Merit 100's. My husband and I both really do enjoy them."

—Mrs. Earl May
Hamilton, Ohio

"By the time I finished my first pack of MERIT cigarettes, I was really sold on them."

—Edward J. Waddington
Westmont, New Jersey

"Just a note to say thank you for making Merit 100's. They are great."

—Mrs. Betty Taylor
Montgomery, Alabama

"Your years of research with your new cigarette, MERIT, have certainly been most successful."

—Mrs. Barbara F. Miller
Venice, Florida

"Thank you so very much for making a mild low tar cigarette. The flavor is very pleasing."

—Ed H. Bourne, Jr.
Sioux Falls, South Dakota

"I bought a package of regular MERIT and was really impressed."

—Dorothy M. Hempel
Cincinnati, Ohio

"I've tried all the low tar, low nicotine cigarettes and they all lacked taste and flavor. Then came 'MERIT', voila! The flavor is fine and I enjoy them."

—Mrs. Jeannette Trebilcock
Virginia Beach, Virginia

"It's MERIT from now on."

—Mrs. F. J. Branson
Berkeley, Missouri

"You have a confirmed Merit smoker in me."

—Linda Harvey
Bronx, New York

"I bought a package of regular MERIT and was really impressed."

—Dorothy M. Hempel
Cincinnati, Ohio

"By golly, it's true what people say about Merit. I tried them, I switched! They're satisfying, while I'm cutting down on tar."

—Mrs. Dawn Rauh
Burbank, California

"I can't tell you how shocked I was that it was really a low tar and nicotine cigarette that really had flavor."

—Mrs. Judith Pietras
Streamwood, Illinois

"It's hard to believe that such a cigarette could deliver such a rich flavor and taste."

—Mr. Jerry Lee Lowry
Indianapolis, Indiana

"Your new brand, MERIT, is a real cigarette."

—Richard S. Williams
Bel Air, Maryland

"I tried your Menthol MERITs. The best low tar and nicotine cigarette yet."

—Mrs. Sam Maniaci
Monroe, Michigan

"I read your ad for MERITs. I bought one pack and was so surprised at the true taste of good tobacco."

—Mrs. Marjorie H. Belanger
Oxnard, California

MERIT!

"This letter is to let you folks know how much we enjoy your new low tar cigarette, MERIT. We had tried the other new cigarettes on the market but were disgusted with the cardboard flavor. However, the flavor of MERIT was pleasing."

—Mrs. Paul A. Greal
Norristown, Pennsylvania

"I would just like to say that I think your Merit 100's are the greatest. Thanks for a great cigarette!"

—Miss Karen Matthews
Columbus, Ohio

"Merci a heap— Good luck!"

—Mrs. H. S. Cohen
Mobile, Alabama

"I tried a Merit, found the taste very mild, and have been smoking them ever since."

—Mrs. Helen Shuyler
Winter Haven, Florida

"I must say they are quite enjoyable."

—Hilary Frost
Chicago, Illinois

"Merit cigarettes have converted me from a confirmed high tar cigarette smoker to a low tar smoker."

—Mr. Robin Katz
New York, New York

"Your new cigarette is a real winner!"

—Mrs. Nunzio A. Barone, Jr.
Metairie, Louisiana

"Verdict: FINALLY, a low tar cigarette with taste!"

—Blanca Doeschner
New York, New York

"I couldn't believe how good they taste and how low they are in tar and nicotine."

—Roselyn Hall
Minneapolis, Minnesota

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

—Ernest Walters
Joppe, Maryland

"I tried a pack of MERIT—enjoyed the first cigarette and have been smoking MERIT ever since. You're not puffing just air but great taste!"

—Mrs. D. Giraud
Costa Mesa, California

"I am being truthful when I say MERIT Menthol really does have that satisfying taste."

—Mrs. Sandra Kohut
Pittsburgh, Pennsylvania

"My wife and I have switched from one low tar cigarette to another but we have now switched for the last time. The flavor of MERIT Filters is fantastic."

—J. Gordon Wisda
Phoenix, Arizona

"It is the smoke I was looking for: low tar, low nicotine, good taste and satisfaction."

—Anthony N. Friscia
Evergreen, Colorado

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

—Susan Wilmington
Chicago, Illinois

"This cigarette has got what we've all been looking for. Smoking MERIT is really a pleasure."

—Edward Levinson
Columbus, Ohio

"I tried them and was surprised at the good taste and satisfaction I got from them."

—Maureen Evers
Brooklyn, New York

"Now that is one really good cigarette.... Thanks again—your new MERIT MENTHOLS are really out of sight. Beautiful!!!"

—Mrs. Gayle D. Rosengren
Minneapolis, Minnesota

"I have just discovered your cigarette 'Merit' and am delighted!"

—Vera Spillane
Brooklyn, New York

"Because of its low tar and nicotine content, I expected it to be tasteless like the others. I was really surprised."

—Arlene Tosk
Fair Lawn, New Jersey

"Merit surely is everything you say it is, right down to the taste. I can have low tar and nicotine and pleasure too."

—Miss T. M. Fredericks
St. Louis, Missouri

"I saw a Merit ad on a billboard. 'Low tar—Enriched Flavor'. Thought I'd try it. It's a fantastic cigarette!"

—Mr. Ira Goren
Tamarac, Florida

"I could never find an acceptable low-tar alternative until Merit 100's. You have developed an acceptable substitute for smokers."

—Mr. Ben Cobell
Northport, Alabama

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

"Thanks for MERIT! They are the first low tar cigarette that truly has a flavor."

—Mrs. Jane G. Tomasello
Richmond, Virginia

"In your MERIT Menthol cigarette you have managed to retain the quality of flavor while reducing the tar."

—Laura L. Luther
El Segundo, California