

**"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 is the smoke of impeccable taste."**

—Mrs. Evelyn R. Malone  
Bell, California

**"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

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

—Edward J. Waddington  
Westmont, New Jersey

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

—Dorothy M. Hempel  
Cincinnati, Ohio

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

—Richard S. Williams  
Bel Air, Maryland

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

—Mrs. Estelle Myhlhousen  
Marietta, Georgia

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

—Raymond T. Abdoo  
Suffield, Ohio

**"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

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

—Mrs. Betty Taylor  
Montgomery, Alabama

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

—Mrs. Jeannette Trebilcock  
Virginia Beach, Virginia

**"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

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

—A. Carol Payne  
Washington, D.C.

**"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

**"MERIT comes through with flying colors."**

—Ms. Dorothy Pendergast  
North Syracuse, New York

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

—Mrs. Barbara F. Miller  
Venice, Florida

**"It's MERIT from now on."**

—Mrs. F. J. Branson  
Berkeley, Missouri

**"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

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

—Mrs. Sam Maniaci  
Monroe, Michigan

**"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

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

—Frank Winebrenner  
York, Pennsylvania

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

—Mrs. Earl May  
Hamilton, Ohio

**"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

**"You have a confirmed Merit smoker in me."**

—Linda Harvey  
Bronx, New York

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

—Mr. Jerry Lee Lowry  
Indianapolis, Indiana

**"I read your ad for MERIT. 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. Oreal  
Norristown, Pennsylvania

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

—Blanca Doeschner  
New York, New York

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

—Mrs. Sandra Kohut  
Pittsburgh, Pennsylvania

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

—Edward Levinson  
Columbus, Ohio

**"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

**"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

**"I must say they are quite enjoyable."**

—Hilary Frost  
Chicago, Illinois

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

—Roselyn Hall  
Minneapolis, Minnesota

**"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

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

—Maureen Evers  
Brooklyn, New York

**"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

**"Merci a heap— Good luck."**

—Mrs. H. S. Cohen  
Mobile, Alabama

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

—Mr. Robin Katz  
New York, New York

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

—Ernest Walters  
Joppe, Maryland

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

—Anthony N. Friscia  
Evergreen, Colorado

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

—Mrs. Gayle D. Rosengren  
Minneapolis, Minnesota

**"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

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

—Mrs. Jane G. Tomasello  
Richmond, Virginia

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

—Mrs. Helen Shuyler  
Winter Haven, Florida

**"Your new cigarette is a real winner!"**

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

**"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

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

—Susan Wilmington  
Chicago, Illinois

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

—Vera Spillane  
Brooklyn, New York

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

—Mr. Ben Cobelli  
Northport, Alabama

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

—Laura Luther  
El Segundo, California

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