

MERIT!

Letters confirm low tar MERIT as taste science breakthrough.

"Read the advertisements, got in the car, went to the nearest store and bought 'em. Lit one up—fantastic—every word in the ad was true."

—Ms. Beverly Fama
Edison, New Jersey

"Man, was I surprised. This cigarette has taste. Your advertisements really mean what they say... Thanks for doing the impossible."

—John E. Ehrenberg
Sulland, Maryland

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

—Mr. Raymond L. Rubin
Milwaukee, Wisconsin

"All that taste and low on tar too... With MERIT around, I won't be reaching for anything else."

—Alan L. Vaughn
Columbia, Missouri

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

—Ms. Roselyn Hall
Minneapolis, Minnesota

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

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

"After reading your facts and figures, I decided to try MERIT. May I congratulate you on your accomplishment."

—Mrs. Larry Rohovit
Raytown, Missouri

"Have tried a lot of other low tar cigarettes but they were dull. Merit is the best I've ever tasted. It's got flavor that lasts, too."

—Ted Pinski
Toledo, Ohio

"In all the years I have been smoking, I had never changed brands, until Merit. Your new cigarette is a real winner!"

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

"Your MERIT has everything I want in a cigarette."

—Frank Wolf
Brooklyn, New York

"MERIT. Never have I smoked a cigarette that I enjoyed more."

—Byron Thomas
Woodstock, Vermont

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

—Blanca Doeschner
New York, New York

"I have tried all of the other low tar and nicotine cigarettes... MERIT is the first one I have tried that has a full body and flavor to it."

—Benjamin C. Cannon
Jacksonville, Florida

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

—Mrs. Fredric Shaw
Jenkintown, Pennsylvania

"These things have so much flavor, it's very difficult to believe the nicotine and tar ratings, even though they're printed right on the package."

—Thomas R. Zentner
Cary, New York

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

—Edward Levinson
Columbus, Ohio

"I had to write, as I feel your advertisement is right... Good luck on Merit. I am convinced."

—Sam Wengrow
New Albany, Illinois

"I've finally found a menthol cigarette with good taste and low tar. I wouldn't switch now for anything."

—Beth Herbert
Boston, Massachusetts

"MERIT has done the trick. Thanks a million for a very good-tasting low tar cigarette."

—Mrs. Irene Dorfheld
Westport, Connecticut

"Thank you Philip Morris, for living up to your word! MERIT is truly the best-tasting low tar and nicotine cigarette I've ever smoked."

—Terry Stewart
Springfield, Ohio

"And they said it couldn't be done. Someone has finally produced a fine cigarette with low tar, but excellent taste."

—Miss Dolores Taylor
Arlington, Virginia

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9 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC Method.

"Today, I purchased a pack of MERIT cigarettes. Much to my surprise—it was great! Taste—satisfying. Aroma—great."

—Robert M. Hornsby
Topeka, Kansas

"I had not changed brands for many years until I tried MERIT... Thank for the lift in smoking."

—Rex B. Little
San Diego, California

"What a great cigarette! My wife and I have both switched to MERIT, and three of our friends have tried our cigarettes and have also switched."

—William Platter
So. Plainfield, New Jersey



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