MERIT!

Letters confirm low tar MERIT as taste-science breakthrough.

"Thanks for considering the people's taste rather than the manufacturers' gimmicks.... Merit is a boon to smokers everywhere."

—Ms. Sharon Kester
York, Pennsylvania

"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

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

—Miss Dolores Taylor
Arlington, Virginia

"Your new Merit cigarettes are great. I have tried every low tar and nicotine brand on the market and have finally found one that truly tastes like a smoke should."

—Phil Hill
Minneapolis, Minnesota

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

—Beth Herbert
Boston, Massachusetts

"I switched to MERIT cigarettes. Great cigarette, and best switch I ever made."

—Ernest Balsh
Miami Beach, Florida

"We tried every low tar cigarette on the market, to no avail.... Now we smoke MERIT. Great taste, great flavor!"

—Mrs. Patricia Dworniczak
Lansing, Illinois

"Merit is a winner! Thanks to 'Merit', my wife and I both are now smoking the first enjoyable low tar."

—James L. Brooks, Jr.
Prattville, Alabama

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

—Bianca Doeschner
New York, New York

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

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

"Thanks for a low tar cigarette that tastes like a cigarette and not just like air!"

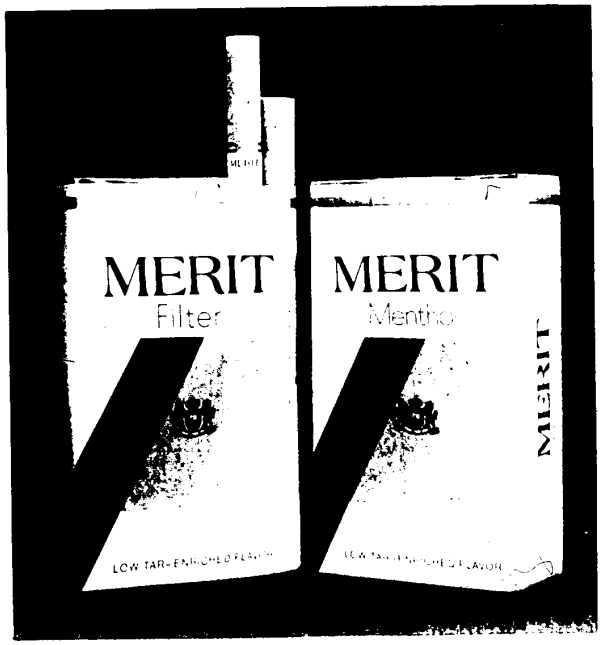
—Ms. Diane Smith
Hudson, Pennsylvania

"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 have tried all the low tar cigarettes and I believe if they had a horse race for low tar cigarettes, MERIT would win by several lengths!"

—Ms. Victoria M. Lowry
Berea, Ohio



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

—Mrs. Frederic Shaw
Jenkintown, Pennsylvania

"The taste is outstanding.... I, for one, thank you for MERIT cigarettes. They are really refreshing."

—Douglas B. DeMaris
Minneapolis, Minnesota

"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. Zimmer
Dallas, Texas

"MERIT is the GREATEST! A truly remarkable low tar cigarette that leaves me satisfied."

—Mrs. R. Kurdell Martin
Chicago, Illinois

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

—Ms. Roseann Hall
Minneapolis, Minnesota

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

—Raymond T. Abdoo
Sheffield, Ohio

"My husband and I tried switching to a brand lower in tar. Neither one of us could. Then we tried MERIT. We really like them and have been smoking them ever since."

—Mrs. Barry Brandon
Whitehall, Pennsylvania

"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 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

"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 would like to compliment you on a fine blend of tobacco. Thanks for a great cigarette."

—Joseph Commiskey
Utica, New York

"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

"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

"MERIT will be my steady brand from now on. They are a truly satisfying smoke."

—Mrs. Joan C. Gottlieb
Princeton Plains, New Jersey

"When I spotted your ad about MERIT, I decided to try them. I was not disappointed. Your claims about MERIT are fully justified."

—Mr. Karlis Veits
Danbury, Connecticut

"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

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

—John E. Ehrenberg
Suitland, Maryland