

You took the Challenge. You proved it to yourself. Now here's a surprise.

Mr. Max Kozitko
9956-E4 Johnny Cake Rd.
Concord, OH 44077

Dear Mr. Kozitko,

Thanks for taking our Taste Challenge.

The name of the cigarette you've recently enjoyed is **MERIT**.

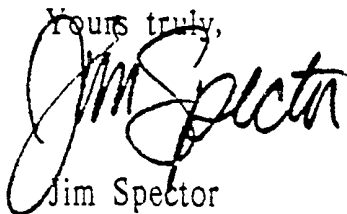
Surprised? Well, you've proven to yourself why millions of smokers have switched before you -- Merit is the cigarette that brought flavor to low tar smoking.

In fact, a recent nationwide survey showed that our kings taste as good or better than leading lights, but have less tar.

We believe you'll agree Merit tastes just as good as the brand you're smoking now. So here are five \$2 coupons good toward the purchase of your next five cartons, so you can make Merit your regular brand.

Again, thanks for taking the Merit Taste Challenge.

Yours truly,



Jim Spector
Marketing Department
Philip Morris U.S.A.

3/21/87

Thank you for the coupons
after receiving the coupons I
went out and bought a carton
my wife complimented me on
aroma of your cigarette (she sa
Thank God you finally are smoking
a cigarette that doesn't stink up
the whole house and yourself

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Thank you Max Kozitko

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

Kings: 8 mg "tar," 0.5 mg nicotine—100's Men: 9 mg
"tar," 0.7 mg nicotine—100's Reg: 10 mg "tar," 0.7 mg
nicotine av. per cigarette. FTC Report Feb '85

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