

MERIT!

'Enriched Flavor' process prompts unprecedented response to taste of new low tar MERIT.

Smokers are talking about a new kind of cigarette.

It's MERIT. The remarkable new low tar cigarette made with the 'Enriched Flavor' process.

MERIT has only 9 mg. tar. One of the lowest tar levels in smoking today. Yet, taste tests proved that MERIT delivers as much—or more—flavor than cigarettes having up to 60% more tar.

If you smoke, you'll be interested in what people like yourself are writing to us about MERIT.

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.

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

—Robert M. H. Topeka, Kansas

"...They gave just what I want in a smoke: good flavor, low tar and nicotine, slow to burn... you have won me over to Merit."

—John H. Lynchburg

"Congratulations! You have made a cigarette that is indeed 'low tar with enriched flavor'."

—June Hago Arnold, Penna.

"... After smoking for 25 years and desperately looking for a low tar cigarette that tastes like a cigarette, EUREKA—MERIT!"

—Elaine Turiano New Brunswick, New

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If the 11's logo is less clear than this, nothing is to be done for the quality of the cigarette being offered.

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"Low tar cigarettes were out of the question, had tried 'em, and, as far as I was concerned, they were a smoker's joke. And along came Merit."

—Ms. Christie Pavoni
Memphis, Tennessee

"Congratulations—they really do taste good. Great work!"

—Mr. Robert Baker
Kenilworth, New Jersey

"I bought a carton and really enjoyed the taste, I've switched and I'm happy I did."

—Frank Mayer
Crown Point, Indiana

"Thanks to all of you for discovering 'enriched flavor!'"

—Sheldon M. Weisman
Dallas, Texas

"Your years of research with your new cigarette, Merit, have certainly been most successful.... It tastes like a cigarette."

—Mrs. Barbara Miller
Kensington, Connecticut

"Three cheers for Merit! I don't know how you did it, but congratulations."

—Mrs. Samuel Garre III
Barrington, Illinois

"I tried your new cigarette the other day and I truly enjoyed them. MERIT is the first low tar, low nicotine cigarette I have ever tried that has a real taste."

—Patricia R. Beadies
Las Vegas, Nevada

"It's very seldom that a product really impresses me, but Merit filters are great."

—Skip Anderson
Mills' pdt., Illinois

"Are you sure Merit is a low tar cigarette? It is the best I've ever smoked. It has all those good things other cigarettes promise."

—Mrs. Robin Key Willoughby
Hollywood, California

"I read your ad, decided to try what I thought was just another gimmick, and was surprised. The taste is better than any low-tar cigarette I've ever smoked."

—Paul Burt
Stirling, New Jersey

"...I could have told you after the first pack that you have really come up with something."

—Donal Green
Wichita Falls, Texas

"New Merit is really great. I like the taste... and it was so easy to switch, I didn't believe it."

—C. S. Rodlund
Rose City, Michigan

"For years I was convinced you couldn't have low tar and taste. Thanks for proving me wrong."

—F. W. Hammerschmidt
Amityville, Long Island, New York

"Finally someone has made a low tar and nicotine cigarette that is really good."

—Ms. Joan Connolly
Livonia, Michigan

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MERIT and MERIT MENTHOL

100% TASTE
If the 100% taste is less than that
of a regular cigarette, it's due to the quality
of the tobacco used.

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