

A new idea in smoking!

Salem

refreshes your taste



- menthol fresh
- rich tobacco taste
- modern filter, too

Just as a radiant Spring day refreshes you, so Salem refreshes your taste. Through Salem's pure-white filter flows the freshest taste in cigarettes . . . rich tobacco flavor with a new surprise softness. Try Salem today!

Created by R. J. Reynolds Tobacco Company



Quips and Quotes

The exalted ruler of an obscure jungle nation was coming to visit the President of the United States, and leading government officials and newspaper reporters were at the Washington airport to greet him.

A tall, handsome man, he listened to the welcoming speech by the secretary of state and then replied, "Crackle . . . sputttt . . . arrruppp . . . screeech . . . brrruzzz . . . Ladies and gentlemen, I am delighted to be among you and sincerely appreciate this demonstration of welcome."

Onlookers were somewhat mystified by the first part of the

king's speech but diplomatically ignored it. A reporter asked, "Does Your Highness wish to discuss world politics?"

The king looked thoughtful, then replied, "Crackle . . . sputttt . . . arrruppp . . . screeech . . . brrruzzz . . . Not at this moment, gentlemen, but I intend to hold a press conference at my hotel suite shortly."

True, the king had an odd way of introducing his remarks, but who dared question him? Next a reporter asked, "Where did you learn to speak English?"

"Crackle . . . sputttt . . . arrruppp . . . screeech . . . brrruzzz," he answered, "short-wave radio."



Permanent Addition

Our bathroom has, besides the ones Connected to the water, A fixture others may not boast— A 15-year-old daughter.

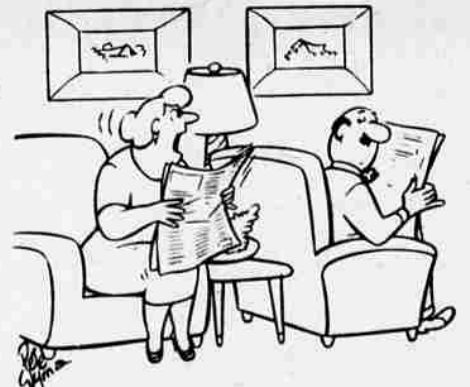
—Dick Emmons

Perhaps the reason that life on other planets is extinct is that their scientists were a little more advanced than ours.

—Bruce Magazine

Children who are proficient readers have a great advantage over their friends. They can finish a comic book before the druggist tells them to put it down.

—Quote



"Did you send in my name as a volunteer for the first trip to the moon?"



An old-time circus impresario wanted to add a Wild West show to his extravaganza. He insisted on real Indians and went out West to hire some. To impress them, he brought along some of his greatest acts and held a recruiting show in a big tribal village.

The first act was a lion tamer, and even the dead-pan Indians seemed awed. The owner was sure he would have no trouble signing them up.

The next act was a trapeze-act family, and now the dark eyes of the redskins shone with astonishment. Yes, the impresario thought, I can have them for the asking.

But to make sure, he presented another top act. This was a European knife-thrower and his pretty blonde assistant. The first razor sharp knife struck a fraction of an inch from the girl's left ear; the next was even closer. The third knife nipped a wisp of hair from her tresses. With this, all the Indians got up and left, leaving a dumbfounded circus owner.

"Bah!" explained one disgruntled brave, "him throw three knives. Miss every time!"