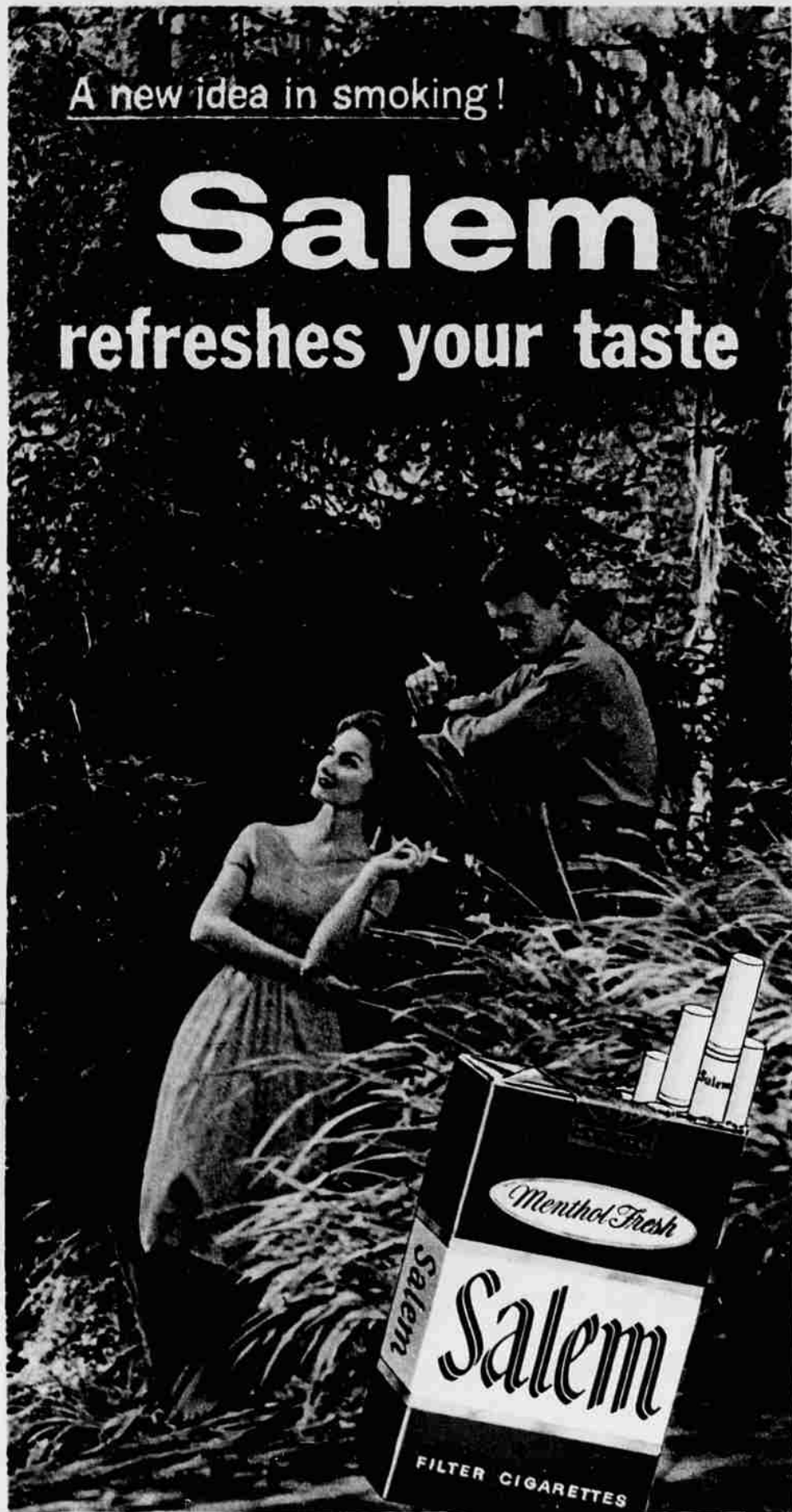


A new idea in smoking!

Salem

refreshes your taste



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

As refreshing as Spring at its glorious best . . . that's Salem! Rich tobacco taste with new surprise softness . . . through Salem's pure-white modern filter flows the freshest taste in cigarettes. Smoke refreshed . . . smoke Salem. Try a pack, and you'll buy a carton!

Created by R. J. Reynolds Tobacco Company

Phoney Setup

by Martin Filchock

