

A new idea in smoking...

Salem

refreshes your taste



- menthol fresh
- rich tobacco taste
- most modern filter

Created by R. J. Reynolds Tobacco Company

Think of Spring and its clean, green freshness because that's the Springtime freshness you get in every puff of a menthol-fresh SALEM cigarette! Through SALEM'S pure, white filter flows the freshest taste in cigarettes. You smoke refreshed because SALEM refreshes your taste. Try SALEM—you'll love 'em.

Smoke **Salem** . . . smoke refreshed!

hearth,
home,
and
havoc

ONCE upon a time, an American family bought a perfect house and home. Mother collapsed when she looked through the picture window without seeing small hand smudges or a neighbor's laundry. Father was disconsolate because the lawn was healthy and wouldn't need the special fertilizer some salesman had stuck him with. And the children, well, they wrecked the place in no time, and Father and Mother felt normal again and lived happily ever after. Just like the hapless but happy homeowners in this cartoon collection.



George Davis

"Gosh, it's 4 o'clock. I'll just have time to get wornout looking before Ed gets home."



Ben Thompson

"Don't let us disturb you. We'll just make a sandwich and some coffee and go right on home."



Peter Wyma

"Please give us a hand, Philip. The cleaning woman will be here in half an hour."



Reamer Keller

"Yes, sir, I think we've found a place to live. Your daughter tells me you have an extra room."



Stan Fine



Herb Green

"Frank sure loves that patio."