

A new idea in smoking!

Salem

refreshes your taste



Created by
R. J. REYNOLDS
Tobacco Company

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

Freshness of growing things and softly fragrant air... just as a Spring day like this refreshes you, so a Salem refreshes your taste. Through Salem's pure-white filter flows the freshest taste in cigarettes. You smoke refreshed, pack after pack.



Quips and Quotes

"Don't just worry about it," said a friend. "Do something! You're making good money now. Save some. Each year put away about \$10,000. Just think, in 10 years you'll have \$100,000."

The late, stuttering comedian Joe Frisco was notoriously careless with his money, and during one of our periodic recessions he worried what would happen to him if a depression struck.

Frisco thought a moment, then shook his head. "N-n-o," he stammered. "Wouldn't work. W-w-with my luck, we wouldn't have another depression, and t-t-there I'd be—s-s-stuck with a hundred-thousand bucks!"

Pause That Depresses

Of all the words announcers wheeze

The saddest, barring none, are these:

"But first. . ."

—Margaret Read

The invention most parents of teenagers would welcome is a bed that works each morning like a pop-up toaster.

—Ken Kraft

This Could Be Serious

You say the world is taut and tense?

That we must spend more for defense?

You say that Russia fairly bristles With launching spots for guided missiles?

You say that trouble's stacked like rifles?

I say don't bother me with trifles; Alongside mine, your worry's tame:

Our high school lost its opening game!

—Dick Emmons



"Gets pretty expensive when they all get 'A' on their report cards!"



My Husband, My Idol
I would not mind
Your feet of clay,
Except for floors
Fresh-waxed today.

—Jean McElrath

For years automotive engineers had been striving to give the American motorist his greatest dream—a car that was the ultimate in economy. After tireless research, they came up with a new model which they felt would satisfy every consumer's desire for an inexpensive ride.

The first couple to enter the showroom on the day the car was introduced was impressed by its fine styling. "But what about economy?" said the husband cannily.

This was the opening the salesman was waiting for.

"Sir, you are looking at the answer to your problem. Why, this car will get 100 miles to a spoonful of gas!" he said triumphantly.

The buyer fixed him with an unwavering stare. "Tablespoon or teaspoon?" he demanded.

