

A new idea in smoking!

Salem

refreshes your taste



Created by R. J. Reynolds Tobacco Company

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

As refreshing as the trickle of water down a mossy rock is a Salem. For through its pure-white, modern filter flows the freshest, cleanest taste in cigarettes. Rich tobacco taste with new surprise softness. Smoke refreshed...smoke Salem!

Quips and Quotes

America undoubtedly has the highest standard of living. Too bad we can't afford it.
—Wildrooter



Between Me-n-U
Be it tender fillet or mushroom soufflé,
No matter how tastefully bordered,
My eyes light with greed and avidly feed
On whatever my husband has ordered.
—Colleen Hynes Johnson

The dirty little boy ran into the kitchen from playing outdoors. "Hey, Ma," he said eagerly. "who am I?"

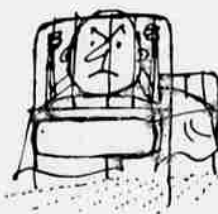
Always ready to play games with her children, the mother said, "Wyatt Earp? Spaceman?"

The little boy looked crestfallen. "Then the lady down the street was right!"

"About what?" questioned the mother.

"She said I was so dirty my own mother wouldn't recognize me!"

—Christian Herald



I Hope I'm Contagious

The comic verses sent by mail
Are bad—but never worse 'n
Those "cards,"
vociferous and hale,
Who storm the ward in person.
—D. O. Flynn



"Astronomy must be exciting. It's "WOW" and "GEE!" and whistles all evening."

Heard about the street peddler who quit his job?—nobody buying streets these days. Or the little boy who wasn't able to tell his teacher anything about the English Channel?—couldn't get it on his television set. —Lion

Vital Footnotes to Some Recent Statistics

If I hadn't slipped past a defective change box in August, 1958, John Funston, Cider-town, N. J., would not have been counted the 1,000,000th motorist to travel the new State Toll Road.

If that sharp-looking fellow, who knew the jockey, hadn't stopped me last Saturday, Fairland Raceway would have had four daily-double winners, topping by one the new record.

If my wife hadn't been along the day the pollster interviewed me, 56.67 percent of American husbands would have considered themselves head of the household, instead of 56.66.

If I hadn't been late three mornings in a row, George Patton would not have become, at 34, the youngest department head in the 57-year history of the Donnaldson Enterprises Corporation.

—John Shotwell

