

A new idea in smoking!
SALEM
 refreshes your taste



Created by R. J. Reynolds Tobacco Company

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

So refreshing...you take a puff—it's springtime!

Through SALEM's pure-white filter flows the freshest taste in cigarettes! Menthol-fresh comfort . . . modern filter ease . . . rich tobacco flavor with a new surprise softness. Yes, SALEM refreshes your taste the way a spring morning refreshes you. Try SALEM . . . you'll love 'em!

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

Quips and Quotes



We're a Sound Neighborhood

*I live next door to a singer,
 Brother, that's mighty rough!
 I'm tortured by his singing,
 And if that ain't bad
 enough . . .*

*I live down under a dancer,
 With the dancingest feet in
 town,
 When this guy starts
 a'dancing
 You'd think the ceiling's
 coming down.*

*Amidst all this noisy living,
 Please don't think I'm a
 little elf.
 I never hear any noise at all
 —I play the bongo drums
 myself!*

—Lee Conrad

Mom was feeling a little low so Dad decided to get breakfast. He was fixing a bowl of oatmeal when his three-year-old came in. "Want some honey on it?" Dad asked. "Okay," the youngster said. "And milk?" The boy nodded. "And butter, too?" Again a nod. Dad gave the tot his bowl. The boy stared at it, then pushed it away. "You've got everything you want in it," Dad said impatiently. "Why don't you eat it?" "Don't like oatmeal," the youngster replied.
 —Quote



"Could you leave a little meat on it?
 The waiter promised me your bone for my dog."

A housewife was interviewing a prospective cook. They discussed hours, days off, and then the lady asked, "What wages do you expect?" "Well, that depends, mum," the domestic replied thoughtfully. "Do you peel or unfreeze?"

—Christian Herald

A western fan from Connecticut was touring a rugged Wyoming town, lapping up the local color. As he passed a big false-front building labeled "Saloon," the swinging door flew open and a cowboy, whooping and hollering, came sailing through the air and landed with a breath-taking thump on the street.

The Easterner rushed up in awe. "Did they throw you out of there like that! Is there a showdown going on inside?"

"Nope," said the cowboy between clenched teeth, "but if I catch the so-and-so who moved my horse, there will be!"

