

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



*"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!"

