

How come I enjoy smoking and you don't?

It's got to be my cigarette. Salem gives me great taste. And enough fresh menthol to keep things interesting.

You'd enjoy smoking, too, if you smoked Salem.

Salem.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

19 mg. "tar", 1.3 mg. nicotine av. per cigarette, FTC Report APR. '76.