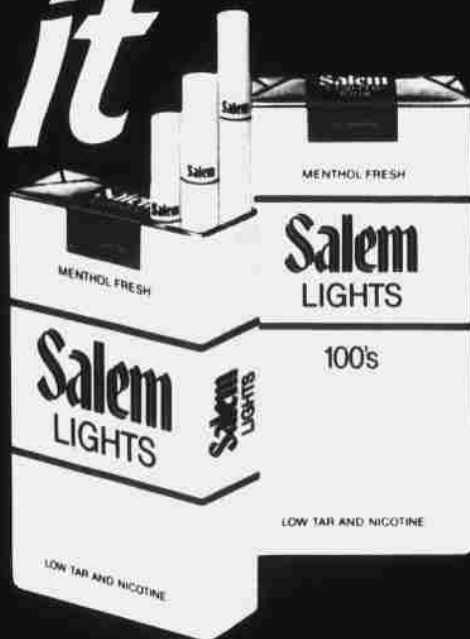


Do it smooth

Salem Lights brings smooth, easy menthol refreshment to low tar smoking. Do it smooth—with Salem Lights.



Salem Lights



LIGHTS: 9 mg. "tar", 0.7 mg. nicotine av. per cigarette by FTC method; LIGHTS 100's: 11 mg. "tar", 0.9 mg. nicotine av. per cigarette, FTC Report DEC. '79.

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