

New Salem Salem Long Lights



Salem Lights now come in a new longer length.

**Longs smokers.
Now you can enjoy a
low tar cigarette with
Salem taste, too.**

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

LIGHTS, LONG LIGHTS: 12 mg. "tar", 0.9 mg. nicotine, av. per cigarette, by FTC method.