

© 1984 R.J. REYNOLDS TOBACCO CO.



You've got what it takes.

Salem Spirit

*Share the spirit.
Share the refreshment.*



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

LIGHTS: 10 mg. "tar", 0.8 mg. nicotine, KING: 17 mg. "tar", 1.3 mg. nicotine, av. per cigarette by FTC method.