

14 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

*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.

**Salem**  
LIGHTS  
100s

*Menthol Fresh*  
REFRESHING LOW TAR

*Menthol Fresh*  
REFRESHING

R.J. REYNOLDS TOBACCO CO.  
THIS ADVERTISEMENT PREPARED BY  
WILLIAM ESTY COMPANY, INC.  
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WARNING: EXHIBIT # 2  
T & N: 10 POINT

#### IMPORTANT NOTE

This advertisement complies with the FTC requirement for a warning statement and "tar" and nicotine line which must appear in all cigarette advertising. Check material you receive against this proof to be sure it is correct. Under no circumstances are you to run substitute materials, alter or omit any copy without prior approval from the William Esty Company.