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# A Salem is

# ...splashing around!



## A Salem refreshes naturally!

### Natural Menthol Blend (means naturally fresh taste)

Salem's unique blend features natural menthol, which is naturally gentle. You'll get a menthol, not the kind made in laboratories that's not harsh or hot... it tastes as fresh. Like our smooth tobacco, our naturally cool and fresh as Springtime.



### A Salem is King or Super King

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

King, Super King: 20 mg. "tar", 1.1 mg. nicotine av. per cigarette, FTC Report AUG. 72

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