



CARVE YOURSELF AN EXTRA SLICE of PROFITS

With This Great
STEAK CARVING SET OFFER

FROM
Salem
cigarettes



EXCEPTIONAL OFFER. Consumers can send away for their handsome 2-piece Steak Carving Set by Imperial—Only \$1.50 and 10 SALEM bottom flaps. This is the finest in cutlery, with Wonda-Wood® handles and Veri-Sharp® stainless steel blades.

PERFECTLY TIMED. Offer appears at the height of the outdoor entertaining season...bound to "beef-up" extra sales.

EXPERTLY KEYED. The "Country Cookout" promotion is related to the well-known Salem "Country Fresh" Advertising Theme.

DISPLAY...AND SERVE YOURSELF EXTRA SALES

You Can Depend on RJR for Brands and Promotions That Sell

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