



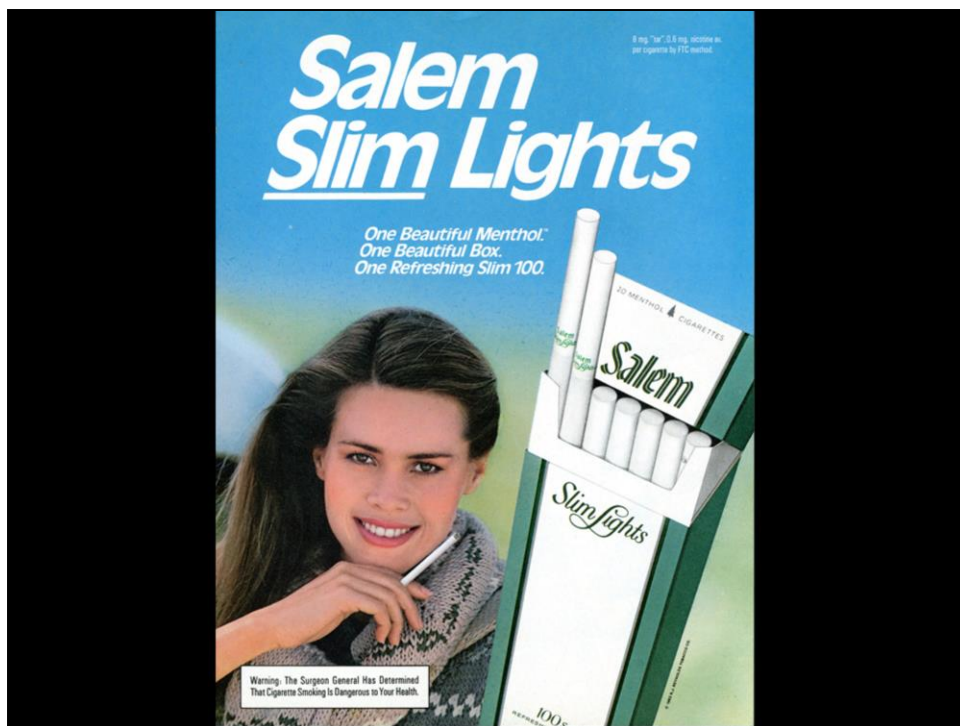




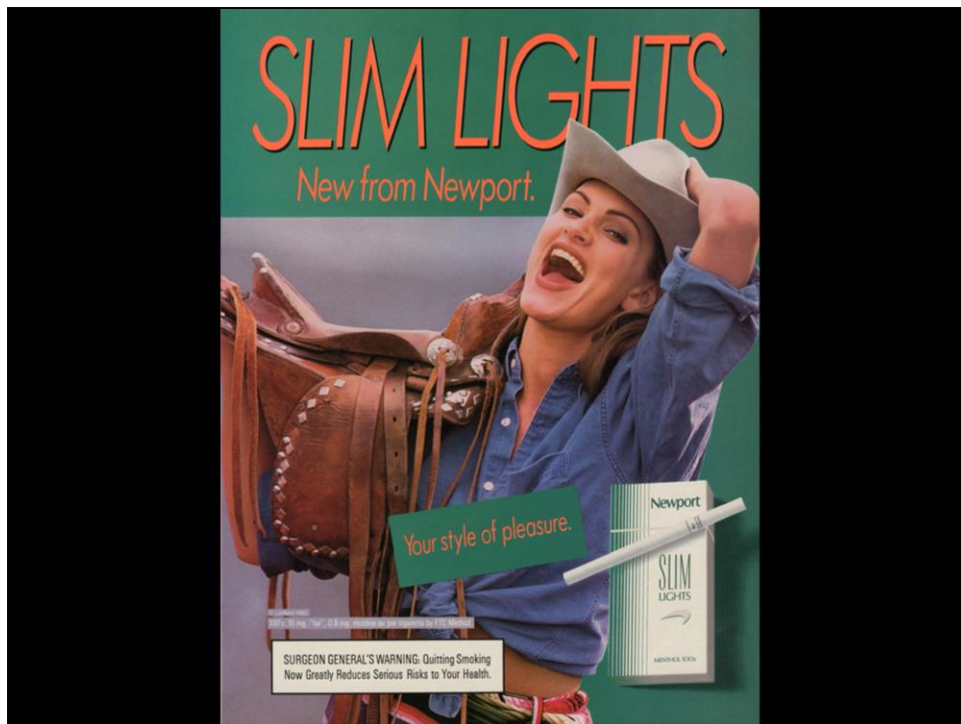
The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.



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A vintage cigarette advertisement for Salem. On the left, a woman (Diane von Furstenberg) in a white dress with colorful floral patterns stands outdoors, holding a cigarette. The background is a soft-focus outdoor scene. On the right, a purple vertical band contains the text 'FOR MORE OF A WOMAN' and 'MORE OF A SALEM'. Below this, a pack of Salem cigarettes is shown with a single cigarette resting on top. The pack is white with green and gold accents. At the bottom left, a white box contains a health warning. At the bottom right, small text provides nicotine and tar information.

FOR MORE OF A WOMAN

It's a fancy lunch or a last-minute meeting or a chat with the Chairman of the Board. Whatever you do, you'll do it with style. With your DIANE VON FURSTENBERG dress. And your Salem Premium Lengths.

MORE OF A SALEM

Salem Premium Lengths. Designed a little longer to refresh a little longer.

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

18 mg "tar", 1.3 mg nicotine av. per cigarette, FTC Report OCT. 74.

Extra Length

