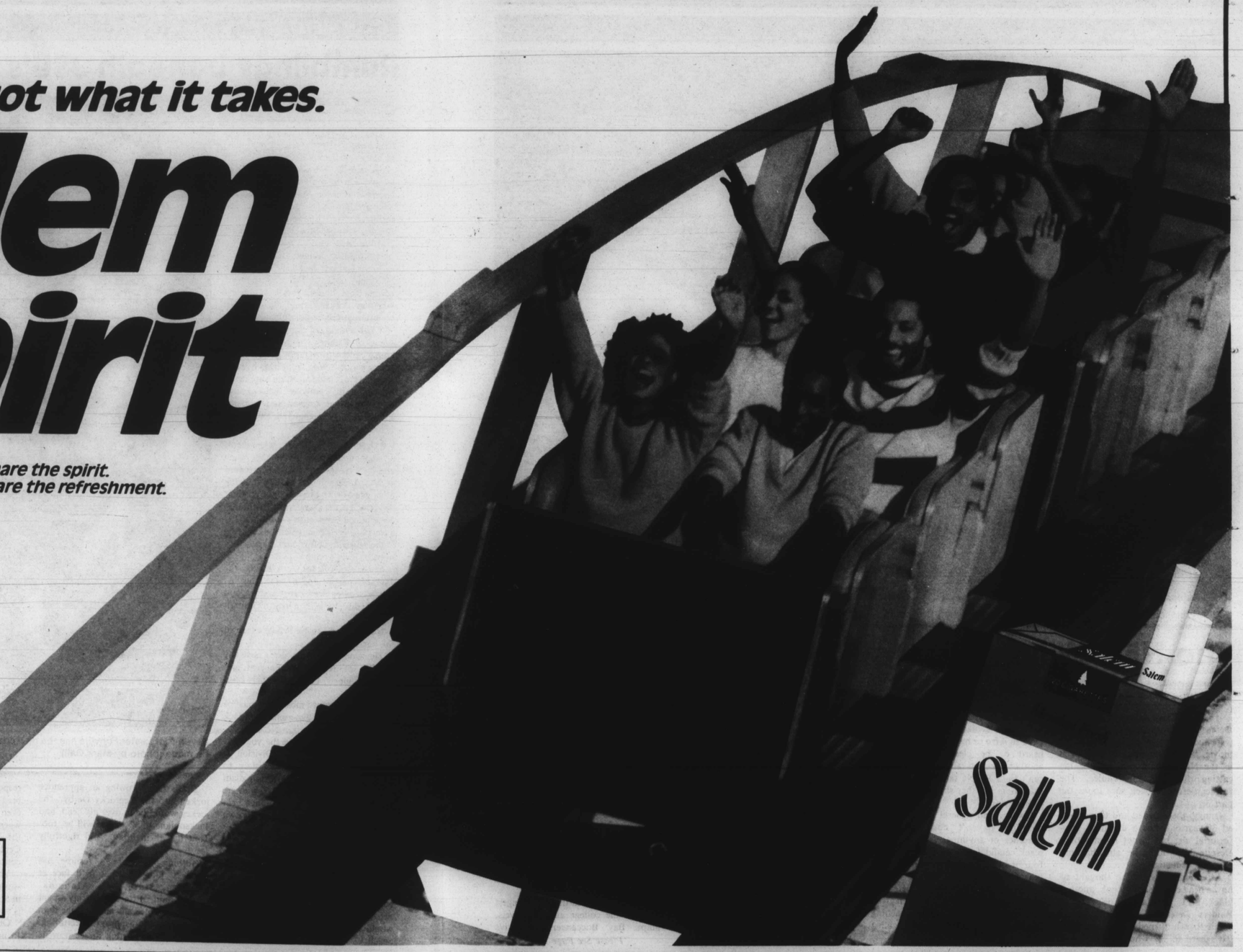
You've got what it takes.

Salem Spirit

Share the spirit.
Share the refreshment.



© 1986 R.J. REYNOLDS TOBACCO CO.

17 mg. "tar", 1.3 mg. nicotine
av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.