NEW!!
Hydrozone Raincoat
100% Permanently Waterproofed

For one full testing hour, the wearer of a Hydrozone 100 per cent Waterproof Raincoat was exposed to 1-inch per hour downpour. No evidence of water penetration was found.

Machine or Hand Washable
The tailored look and comfort of a topcoat have been combined with a 100 per cent waterproof construction to bring you the highest standard of rain protection ever found in fabric coats. Finest tailoring details, Bal-raglan style, fly front, slash pockets. Fine cotton poplin in the popular oyster shade, fully lined with handsome plaid cotton. English edge stitched seams. Coat is drip-dry...washable by machine or hand. Permanently waterproofed if simple instructions for care have been followed.

25.00
Patronage Refund Too
TECH COOP

New cigarette paper “air-softens” every puff!
Now even the paper adds to Salem’s springtime freshness!

Salem refreshes your taste

Salem's amazing new HIGH POROSITY paper "air-softens" every puff!

An important break-through in Salem's research laboratories brings you this special new Salem Porosity paper which breathes fresh new freshness into the flavor. Each puff on a Salem draws just enough fresh air in through the paper to make the smoke taste even softer, fresher, more flavorful. If you've enjoyed Salem's springtime freshness before, you'll be even more pleased now. Smoke refreshed, spring time taste!

• menthol fresh • rich tobacco taste • modern filter, too

NOW MORE THAN EVER