



Take a puff...it's Springtime!

Salem

refreshes your taste
—air-softens— every puff

Always, with a Salem cigarette, the soft
refreshment of springtime is yours... for only Salem
brings you a taste so fresh and so flavorful.
Smoke refreshed... smoke Salem!

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

Created by R. J. Reynolds Tobacco Company