

A new idea in smoking!

# Salem refreshes your taste



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

Springtime is unmistakable...in the freshness of the air...the fragrance of soft, new grass... And the taste of a Salem cigarette suggests all the fresh and fragrant things of Springtime. Through Salem's pure-white filter flows the freshest taste in cigarettes...rich tobacco...with a new surprise softness. That's what makes Salem a whole new idea in smoking. Smoke refreshed...Smoke Salem!

Created by R. J. Reynolds Tobacco Company