

A new idea in smoking!



# Salem refreshes your taste

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

A patch of sunlight . . . the gentle rays of Springtime . . . the air is mild and woodland-fresh . . . and from a pack of Salems comes a taste as fresh and clean. For here is a new idea in smoking . . . a cigarette that refreshes your taste as Springtime refreshes you. Through Salem's pure-white filter flows the freshest taste in cigarettes . . . rich tobacco with a new surprise softness. Smoke refreshed . . . smoke Salem!

Created by R. J. Reynolds Tobacco Company.