

A new idea in smoking!

Salem refreshes your taste



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

A green world of Springtime . . . silent and serene. This is a world where Salem belongs, for Salem refreshes your taste just as Springtime refreshes you. Through its pure white filter flows the freshest, cleanest taste in cigarettes. Try Salem. Discover a new surprise softness that lets you smoke refreshed with every puff . . . with every pack!

Created by R. J. Reynolds Tobacco Company