

A new idea in smoking!

Salem refreshes your taste



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

Refreshing!... the crystal clear brook... the deep green shades of spring. Refreshing, too... the taste of a Salem cigarette. Through Salem's pure-white filter flows the freshest taste in cigarettes. Here is a whole new idea in smoking... rich tobacco with a new surprise softness. Smoke refreshed... smoke Salem! There's Springtime freshness in every puff... in every pack!

Created by R. J. Reynolds Tobacco Company