

A new idea in smoking!

Salem refreshes your taste

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



The freshness of Springtime is here — in greens — and greens reflected. There's Springtime freshness, too, in the taste of Salem cigarettes. It's a new idea in smoking — rich tobacco taste with new surprise softness that gives new ease and comfort to smoking. Through Salem's pure white filter flows the freshest taste in cigarettes. Smoke refreshed — smoke Salem!

Created by R. J. REYNOLDS TOBACCO COMPANY