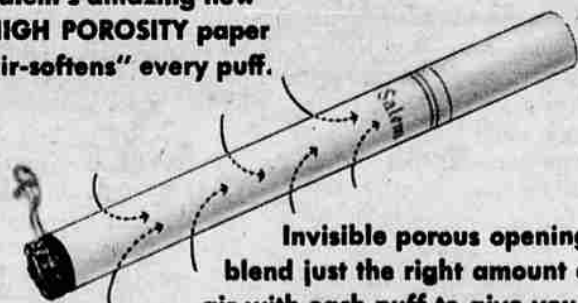


New cigarette paper "air-softens" every puff!

Now even the paper adds to  
**Salem's** springtime freshness!



Salem's amazing new  
**HIGH POROSITY** paper  
"air-softens" every puff.



Invisible porous openings  
blend just the right amount of  
air with each puff to give you a  
softer, fresher, even more flavorful smoke.

Created by R. J. Reynolds Tobacco Company

An important break-through in Salem's research laboratories now brings you an entirely new kind of cigarette paper — **HIGH POROSITY** paper — which breathes new freshness into the flavor.

Each puff on a Salem draws just enough fresh air in through the paper to make the smoke taste softer, fresher, more *flavorful* than ever. If you've enjoyed Salem's springtime freshness before, you'll be even more pleased because of this amazing new development. Smoke refreshed — smoke Salem!

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

*NOW MORE THAN EVER*

**Salem** refreshes your taste