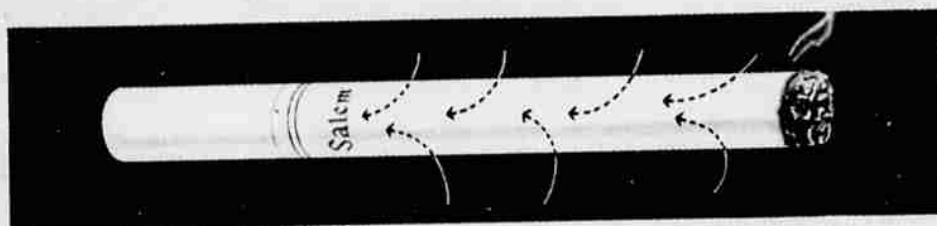


Salem's *special* High Porosity Paper

breathes new mildness into the smoke...
new freshness into the flavor

Salem research creates a revolutionary cigarette paper that **"air-softens" every puff.**



Invisible porous openings blend just the right amount of fresh air with each puff to give you a cooler, milder smoke...a richer, fresher-tasting smoke. Now, more than ever...when you take a puff, it's Springtime!

Created by R. J. Reynolds Tobacco Company



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

NOW MORE THAN EVER

Salem refreshes your taste