

Now with special High Porosity Paper

# Salem "Air-Softens" every puff

Salem research creates a revolutionary cigarette paper that breathes new mildness into the smoke ... new freshness into the flavor.



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  
• 100% tobacco  
• 100% filter tip

## Salem refreshes your taste