

Now with special High Porosity Paper

# Salem

"Air-Softens"  
every puff

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



Salem research creates a revolutionary cigarette paper. 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 H. J. Reynolds Tobacco Company



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

*NOW, MORE THAN EVER*

# Salem refreshes your taste