

# Salem refreshes your taste —air-softens every puff



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

*"Salem breathes Springtime"* with every puff you take. Pleasant as May sunshine is its full tobacco taste... coolly refreshing as woodland shade. And now Salem's special High Porosity paper "air-softens" every puff. All this was contributed to your smoking comfort and pleasure by Salem research, consistent creator of great new ideas in smoking. Salem research brings the future to you!

Created by R. J. Reynolds Tobacco Company