

Refreshing as Springtime!

# Salem "air-softens" every puff

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



*A Salem breathes "Springtime"* with every puff you take. Gentle as a merry breeze on a bright spring day... that's how softly a Salem refreshes your taste. The sunny richness of fine tobaccos is yours, too... And special High Porosity paper "air-softens" every puff... All reasons why Salem is America's fastest-growing cigarette, by far! Smoke refreshed... smoke Salem!

Created by R. J. Reynolds Tobacco Company