

Salem refreshes your taste —“air-softens” every puff



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

Springtime is here in the fresh, mild taste of Salem. Yes, the soft, cool smoke of Salem refreshes your taste just as the air of a perfect spring day refreshes you. And every puff is "air-softened" by special High Porosity paper. Discover the gentle coolness...the freshness that only Salem can bring you. Smoke refreshed... smoke Salem!

Created by R. J. Reynolds Tobacco Company