

Salem refreshes your taste —air-softens every puff



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

Salem makes it "Springtime" every time you smoke. Just as a perfect day in May gives you both bright sunshine and cool shade, so a Salem gives you both rich tobacco to taste and cool softness to refresh you. Salem's special High Porosity paper "air-softens" every puff. Try Salem. It's the rich-tasting smoke that refreshes your taste.

Created by R. J. Reynolds Tobacco Company