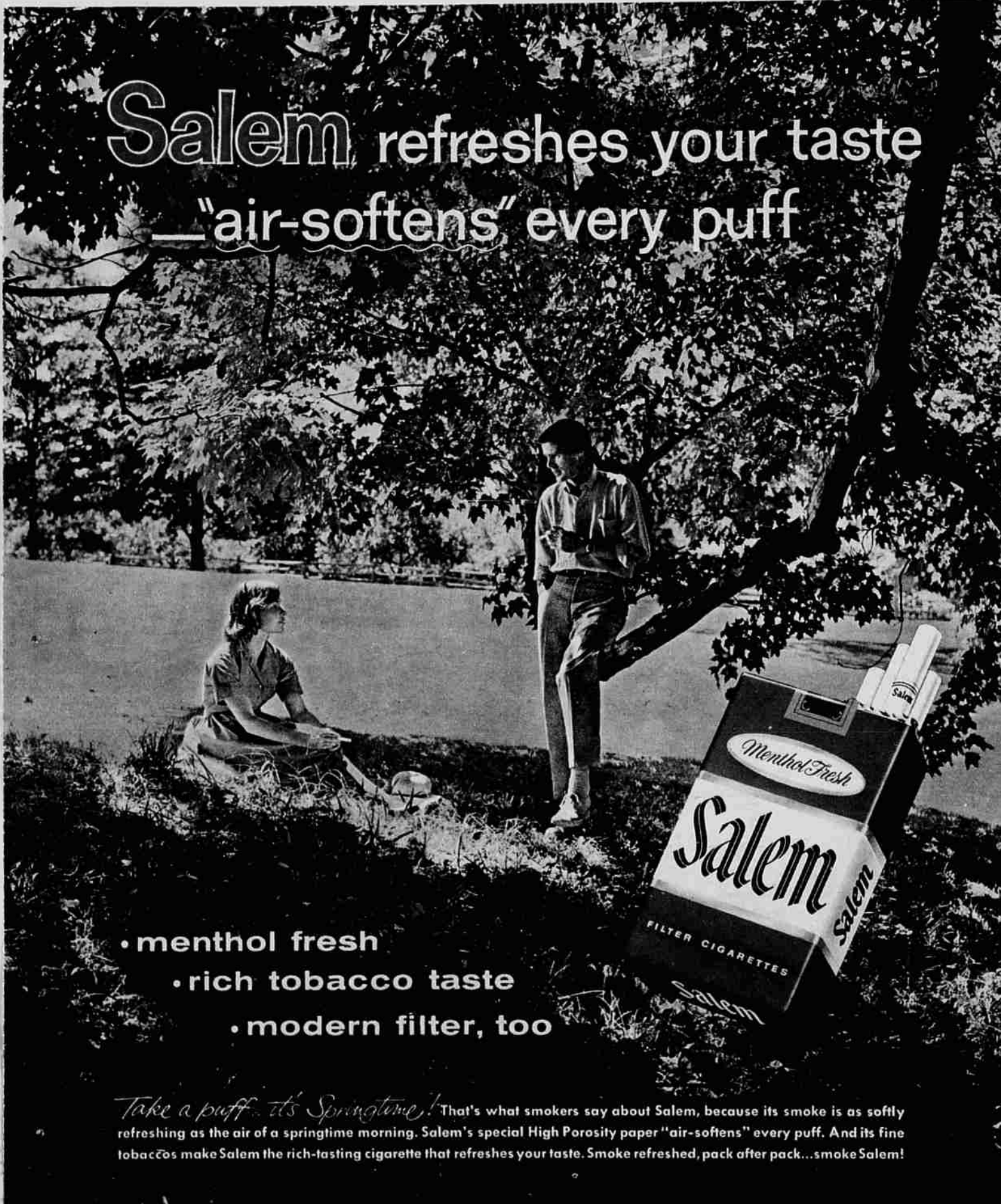


Salem refreshes your taste —“air-softens” every puff

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

Take a puff... it's Springtime! That's what smokers say about Salem, because its smoke is as softly refreshing as the air of a springtime morning. Salem's special High Porosity paper "air-softens" every puff. And its fine tobaccos make Salem the rich-tasting cigarette that refreshes your taste. Smoke refreshed, pack after pack... smoke Salem!