



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

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

*Springtime is in every puff* of a Salem! Just as this season reawakens you to beauty and soft greenness all around — so every Salem reawakens and softly refreshes your taste. Here is mildness soft as springtime air. For Salem, with all its rich tobacco taste, is a gentle, easy-going smoke. Special High Porosity paper breathes in just the right amount of air to “air-soften” every puff so that more than ever, Salem gives you the freshness of springtime. Smoke refreshed — smoke Salem!