



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

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

Take a puff. A Springtime! Yes, Salem's smoke will remind you of this hidden glen, where springtime sunlight mingles with the valley's coolness. Just as the air here refreshes you, so a Salem refreshes your taste. Special High Porosity paper — air softens — every puff — makes Salem the most refreshing cigarette of all, as well as one of the richest-tasting. Smoke refreshed — smoke Salem!

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