

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



Take a puff... it's Springtime! Beneath ancient trees, which have known so many springtimes, you feel renewed and refreshed by the soft, cool air. And so you are refreshed by a Salem, the cigarette with springtime freshness in the smoke. Special High Porosity paper... "air-softens" every puff. Enjoy the rich taste of fine tobaccos while you refresh your taste with Salem!

Created by R. J. Reynolds Tobacco Company

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