



Menthol Fresh

Take a puff...it's Springtime!

Salem

FILTER CIGARETTES

Salem

Salem refreshes your taste —air-softens— every puff

In the rich taste of a Salem cigarette, you'll notice
a softness very like the clear, mild springtime air. You'll find Salem refreshes
your taste, just as springtime refreshes you.

● menthol fresh

● rich tobacco taste

● modern filter, too

Created by R. J. Reynolds Tobacco Company