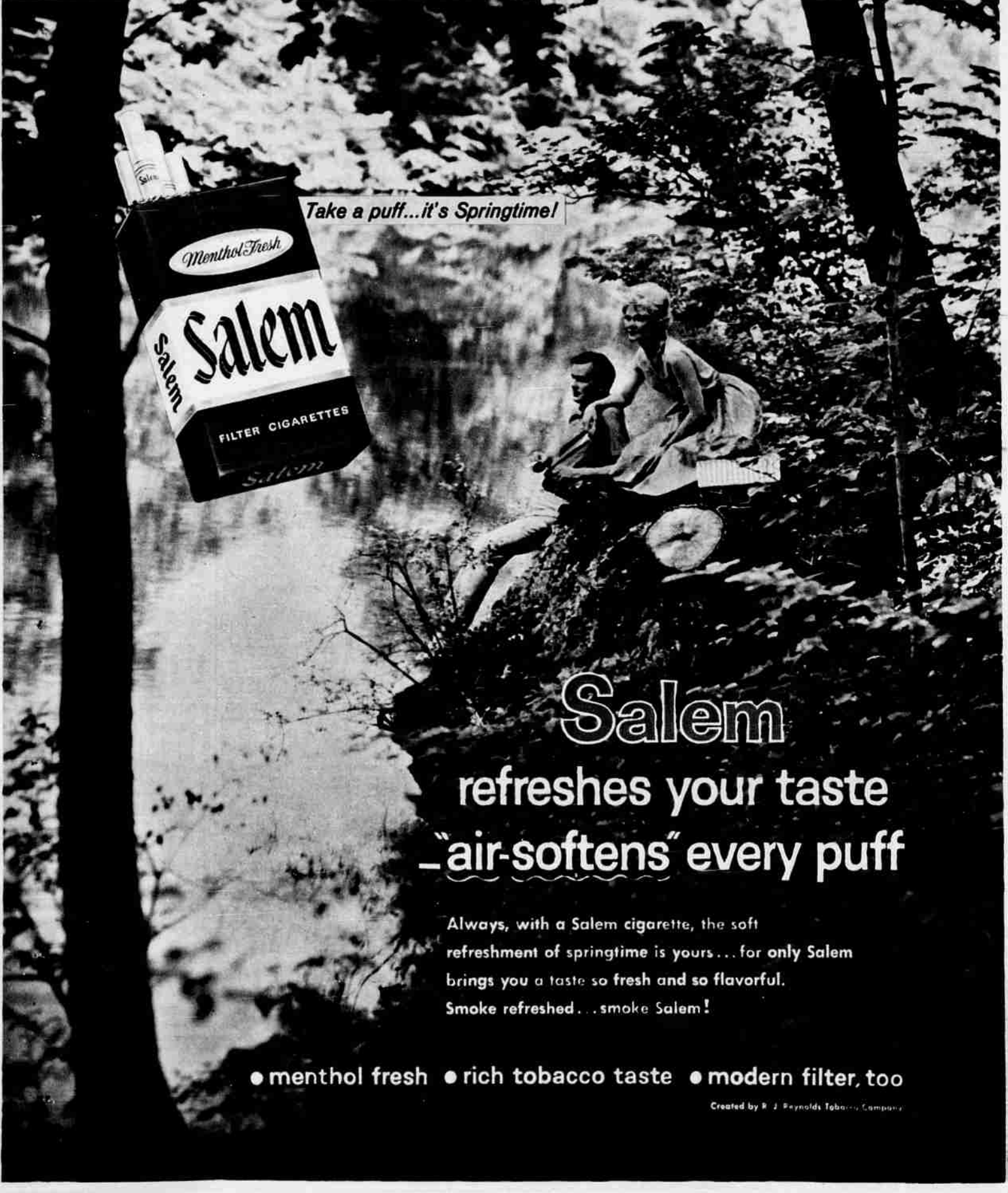




Take a puff...it's Springtime!



Salem

refreshes your taste
—air-softens— every puff

Always, with a Salem cigarette, the soft refreshment of springtime is yours... for only Salem brings you a taste so fresh and so flavorful. Smoke refreshed... smoke Salem!

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

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