

A new idea in smoking!

Salem

refreshes your taste



Created by R. J. Reynolds Tobacco Company

- **menthol-fresh**

Soft as the gentle air of Spring... Salem refreshes your taste just as Spring refreshes you.

- **rich tobacco taste**

Enjoy rich tobacco taste—new, refreshing softness. Rich-tasting Salem gives new smoking ease and comfort.

- **most modern filter**

Smoke refreshed! Through Salem's modern, easy-drawing, pure-white filter flows the freshest taste in cigarettes.



a Stitch in Time

by Stan Fine

