

A new idea in smoking!

# Salem refreshes your taste



A shaded stream in Springtime... so apart from the busy world... and so refreshing. Refreshing too... the taste of a Salem cigarette. With Salem, you'll enjoy Springtime freshness in every puff. It's a new idea in smoking... rich tobacco... new surprise softness. Through Salem's pure white filter flows the freshest taste in cigarettes. Smoke refreshed... smoke Salem!

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

Created by R. J. Reynolds Tobacco Company