

Salem's new cigarette paper discovery "air-softens" every puff

Now even the paper adds to Salem's Springtime Freshness

An important break-through in Salem's research laboratories now brings you an entirely new kind of cigarette paper — HIGH POROSITY paper — which breathes new freshness into the flavor.

Each puff on a Salem draws just enough fresh air in through the paper to make the smoke taste softer, fresher, more *flavorful* than ever. If you've enjoyed Salem's springtime freshness before, you'll be even more pleased because of this amazing new development. Smoke refreshed — smoke Salem!

Created by R. J. Reynolds Tobacco Company

Salem's amazing new
HIGH POROSITY paper
"air-softens" every puff.



Invisible porous openings
blend just the right amount of
air with each puff to give you a
softer, fresher, even more flavorful smoke.



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

Salem refreshes your taste