

Salem refreshes your taste —"air-softens" every puff



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

Take a puff it's Springtime. Yes, Salem is the soft smoke, the cool smoke, the refreshing smoke, and it combines this springtime freshness with rich tobacco taste. Special High Porosity paper "air-softens" every puff to make Salem the most refreshing smoke of all. No wonder it's America's fastest-growing cigarette. Smoke refreshed . . . smoke Salem!

Created by R. J. Reynolds Tobacco Company