

Salem

refreshes your taste
—“air-softens” every puff



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

Take a puff... it's Springtime! Gentle and soft as a springtime breeze off distant hills is the smoke of a Salem cigarette. Invisible porous openings in its High Porosity paper breathe in fresh air...yes, "air-soften" every puff, to make Salem the most refreshing cigarette of all. With all this, you get Salem's superb tobaccos, too, for fine, rich taste. Smoke refreshed... smoke Salem!

Created by R. J. Reynolds Tobacco Company