

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



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

Take a puff. It's Springtime. Nothing is more refreshing than the sound of a waterfall in springtime and the soft coolness around it — unless it is the smoke of a Salem cigarette. Special High Porosity paper "air-softens" every puff — and every puff tastes especially rich, too. Smoke refreshed — smoke Salem.

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