



Salem refreshes your taste —“air-softens” every puff

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

Take a puff. It's something! There's a lilt in the sound of the stream and a lift to your spirits, and springtime's freshness is everywhere. In the smoke of a Salem, you'll find the same kind of soft, springtime freshness. High Porosity paper "air-softens" every puff and fine tobaccos make every puff rich-tasting, too. Smoke refreshed... smoke Salem!