



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

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

*Take a puff... it's Springtime!* Gray rocks and the fresh green leaves of springtime reflected in a mountain pool... where else can you find air so refreshing? And where else can you find smoke as refreshing as Salem's? Special High Porosity paper... air-softens... every puff. And fine tobaccos make Salem taste rich as well as refreshing. Smoke refreshed... smoke Salem.