A new idea in smoking...

Salem refreshes your taste

- menthol fresh
- rich tobacco taste
- most modern filter

Refreshing! Yes, the smoke of a Salem is as refreshing to your taste as a dew-sparkled Spring morning is to you! Now get the rich tobacco taste you love, with a new surprise softness and easy comfort. Through Salem's pure-white modern filter flows the freshest taste in cigarettes. You take a puff...it's Springtime!

Smoke refreshed... Smoke Salem

Your kind of beer... real beer!

This beer has the taste that experts call 'round': meaning no rough edges, a smooth harmony of flavors. It's real beer... your kind of beer. Try it.