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For taste...for mildness...in a filter cigarette...

IT'S WHAT'S UP FRONT THAT COUNTS



IF IT HASN'T GOT IT
HERE

IT HASN'T
GOT IT



Treat yourself to America's
best-selling filter cigarette.

Winston's got it there, because Winston's
Filter-Blend of selected tobaccos,
specially refined, puts it there!

As any filter smoker knows, a pure white, modern filter like Winston's means a cleaner, smoother smoke. But the flavor of that smoke depends on what goes up ahead of the filter!

The important difference between Winston and other filter cigarettes is

Filter-Blend—an exclusive idea created for Winston and Winston alone.

Fine, mild tobaccos, expertly blended and specially refined for filter smoking. That's what delivers the bright, clear taste—the Winston taste—that appeals to so many smokers!

WINSTON TASTES GOOD LIKE A CIGARETTE SHOULD!

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INCORPORATED

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