



It's what's up front that counts

FILTER-BLEND up front, makes the great taste difference in Winston. The reason is simple. Winston's unique **FILTER-BLEND** means rich mellow tobaccos specially selected and specially processed for filter smoking. With this big exclusive, plus Winston's pure

white modern filter, it's only natural that Winston is America's best-selling filter cigarette by billions. Flavor is the real test of any cigarette and Winston delivers flavor — twenty times a pack. Light one, see for yourself and next time you'll buy Winstons.

Winston tastes good—like a cigarette should!

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