

UNITED PROMOTERS & ADVERTISERS, INC.

TELEVISION COPY

"AS RECORDED"

R. J. Reynolds Tobacco Company
WINSTON CIGARETTES
TV- Film Commercial
"Rainstorm"
No. 3SP-6PR423-6Q

1/10/62

ENGLISH RETRANSLATION

(WINSTON JINGLE THEME MUSIC--WITH
SUITABLE STORMY SOUND EFFECTS CON-
TINUES THROUGH OPENING ACTION.)

WINSTON THEME MUSIC UNDER.

ANNOUNCER (V.O.) Cuando deseo dis-
frutar plenamente un cigarrillo, pruebo

WINSTON. WINSTON le brinda no solamente
un filtro moderno y blanco.

También, WINSTON tiene una mezcla exclusiva
de tabacos especialmente elaborados para
fumar con filtro. Por eso WINSTON sabe
bien...rico, suave, sabroso. Por eso
WINSTON es el cigarrillo con filtro de
más venta en las Américas. WINSTON
tastes good....like a (snap-snap)
cigarette should."

WINSTON THEME MUSIC UNDER.

ANNOUNCER: (V.O.) When you want to fully
enjoy a cigarette...try WINSTON! WINSTON!
gives you not only a modern white filter.

Also, WINSTON has an exclusive blend of
tobaccoes specially processed for filter smoking.
That's why WINSTON tastes good....
rich, smooth, flavorful. That's why WINSTON
is the largest-selling filter cigarette in the
Americas! "WINSTON tastes good...like a
(snap-snap) cigarette should!"

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