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If it wasn't for Winston, I wouldn't smoke.

Taste isn't everything. It's the only thing.

I smoke for pleasure. That's spelled T-A-S-T-E.
That means Winston. Winston won't give you a new image.

All Winston will ever give me is taste.

A taste that's very real. If a cigarette isn't real,
it isn't anything. Winston is for real.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

18 mg. "tar," 1.3 mg. nicotine av.
per cigarette, FTC Report
OCT. 74.

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