

©1974 B&W T Co., Winston-Salem, N.C.

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.

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

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