







Start with a carton and you'll end up knowing why Winston is America's number one filter cigarette...first in sales because it's first in flavor. The next time you buy cigarettes, buy pleasure by the carton...Winston!

Winston tastes good like a cigarette should!

PLUS FILTER - BLEND UP FRONT

PURE WHITE, **MODERN FILTER**

C 1962 R. J. Reynolds Tobacco Company, Winston-Salem, N. C.