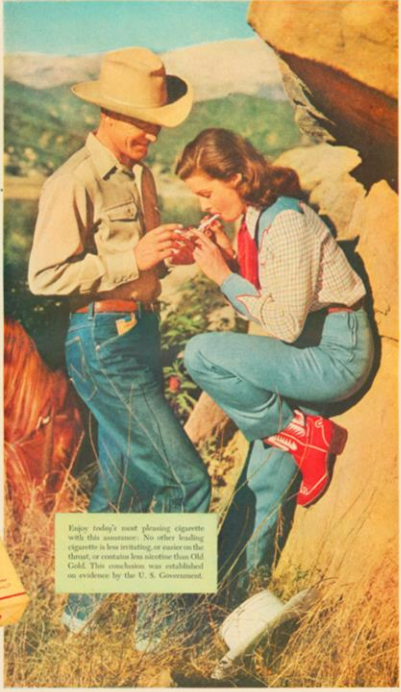


For a Treat
instead
of a Treatment...
remember...

OLD GOLD

*treats
you
right*



Enjoy today's most pleasing cigarette with this assurance. No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold. This conclusion was established on evidence by the U. S. Government.



A vintage Winston cigarette advertisement featuring three cowboys in a desert setting. A woman on the left, wearing a floral shirt and jeans, says "WINSTON TASTES GOOD!". A man in the center, wearing a light shirt and trousers, says "LIKE A CIGARETTE SHOULD!". A third person, partially visible on the right, is also in cowboy attire. In the foreground, several packs of Winston cigarettes are displayed, including "KING SIZE", "FILTER", "FINEST FILTER", and "FINEST FLAVOR".

WINSTON is the big brand on this range, ma'am...for filter and for flavor!

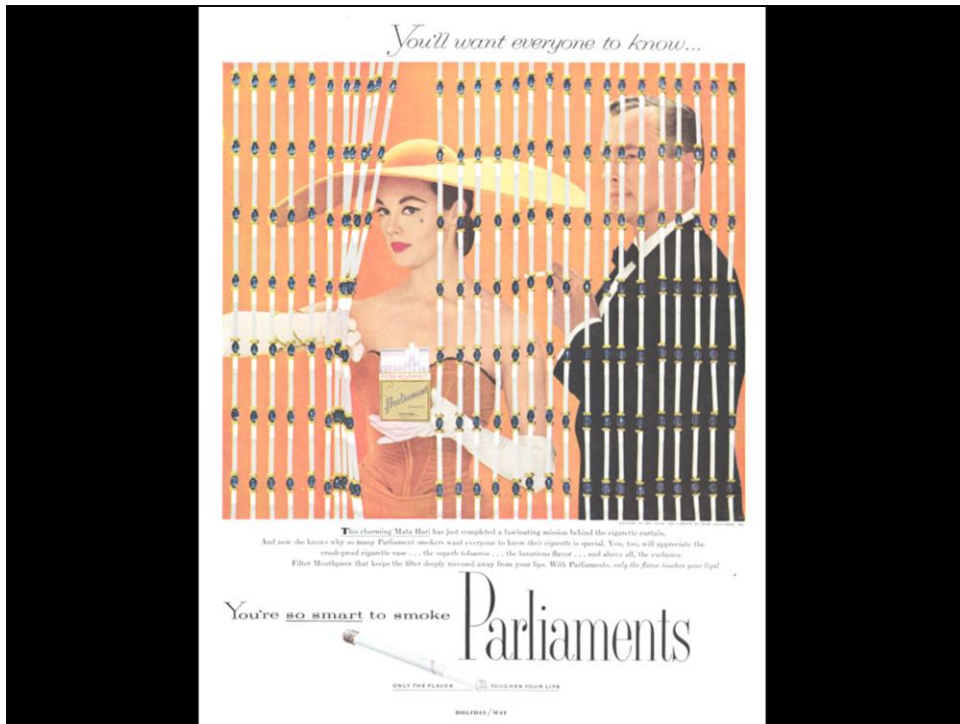
Once folks discover Winston, they just can't keep the news under their Stejsnals! They go for the *flavor* because it's so clean and fresh—from a bright, clear blend of superb tobaccos. They like Winston's exclusive pure-white filter, with the smart cork-smooth tip. And, they like to share a good thing when they find it! You try 'em. Then you'll *know* why Winston is now way out ahead of the other filter cigarettes.

© 1964 B&W TOBACCO CO., WINSTON-SALEM, N.C.

Now available in crush-proof box, too!

Smoke **WINSTON** America's best-selling, best-tasting filter cigarette!





1942

WINSTON is always good company !



WINSTON
TASTES GOOD!

LIKE A
CIGARETTE
SHOULD!

Enjoy a finer filter cigarette !

The moment you touch a match to your first Winston, you'll know why it's so popular! Here's real flavor, rich and full. And here's a real filter, too -- a filter that does its job so well the flavor really comes through to you. Enjoy finer filter smoking. Switch to Winston.

Switch to **WINSTON** America's best-selling, best-tasting filter cigarette!

Winston
KING SIZE
FILTER - CIGARETTES
FINER FILTER
FINER FLAVOR

For a Treat
instead
of a Treatment...
remember...

OLD GOLD

*treats
you
right*



Enjoy today's most pleasing cigarette with this assurance: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold. This conclusion was established on evidence by the U. S. Government.



1953

WINSTON
TASTES GOOD!

LIKE A
CIGARETTE
SHOULD!

WINSTON flavor gets a big hand everywhere!

Don't be surprised if you keep bumping into Winston fans wherever you go. For honest-to-goodness flavor is what everybody wants in a cigarette! And, Winston has an exclusive, easy-drawing filter that lets the full, rich tobacco taste come through. Start enjoying *flavor* filter smoking, today. Get a pack of Winston!

WINSTON
KING SIZE
FILTER - CIGARETTES
FINER FILTER
FINER FLAVOR

PURE, SNOW-WHITE
FILTER
SMART
CORN-SMOOTH TIP

Smoke **WINSTON** America's best-selling, best-tasting filter cigarette!





WINSTON
TASTES GOOD!

LIKE A
CIGARETTE
SHOULD!

For bright, clear flavor—
switch to **WINSTON**

Wherever you go, folks go for Winston! You will, too. You'll like the full, rich flavor of fine tobacco. And you'll like Winston's exclusive filter, too—the pure, snow-white filter in the smart, cork-smooth tip. It's a great cigarette in every way!

Now available
in crush proof box, too!

Smoke **WINSTON** America's best-selling, best-tasting filter cigarette!



1953

Real flavor - that's WINSTON!

WINSTON
TASTES GOOD!

LIKE A
CIGARETTE
SHOULD!

GARRY MOORE

Join the switch to **WINSTON** and
enjoy filter smoking!

■ If you haven't tried Winston yet, you have a most pleasant surprise in store. This filter cigarette tastes good—like a cigarette should! No wonder Winston is already America's first choice among all filter cigarettes.

Winston brings you full, rich, tobacco flavor. What's more, the exclusive Winston filter works so well the flavor really gets through to you. Try Winston!

Winston
KING SIZE
FILTER CIGARETTES
FINKER FILTER
FINKER FLAVOR

EASY-DRAWING!

FINKER FILTER
FINKER FLAVOR

Smoke **WINSTON** the filter cigarette America enjoys most of all!



1951

Cheerleader: Be Happy - Go Lucky

