

Harvard Prof to be Conference Speaker

WINSTON
TASTES GOOD!

LIKE A
CIGARETTE SHOULD!

WINSTON
has the answer on flavor!

No guesswork here! Your first puff will tell you, *this* filter cigarette *tastes* like a cigarette! There's rich, full flavor here. And a pure, snowy-white filter that does its job so well the flavor really comes through to you. That's why Winston is America's favorite filter smoke. Make it yours!

Winston
KING SIZE
FILTER CIGARETTES
FINER FILTER
FINER FLAVOR

R. J. REYNOLDS
TOBACCO CO.
WINSTON-SALEM, N. C.

Smoke **WINSTON** enjoy the snow-white filter in the cork-smooth tip!