

# Low numbers are one thing. But not everything.

Low 'tar' and nicotine numbers are important to me. But I smoke for taste. That's why I smoke Winston Lights. I get a lighter cigarette, but I still get real taste. And real pleasure. Only one cigarette gives me all that: Winston Lights.

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

13 mg. "tar", 0.9 mg. nicotine av. per cigarette, FTC Report DEC. '76.