All filter cigarettes are divided into two parts, and...

"Weni, widi, Winston!" Thus did Caesar (a notoriously poor spellier) hail the discovery of Filter-Blend—light, mild tobaccos specially selected and specially processed for filter smoking.

He knew that a pure white filter cigarette is no match for a Filter-Blend. But only Winston gives it!

That's why Caesar would never accept another brand even if it was offered gratis. In fact, history tells us 'he'd glow at the extended promise, "Eh tu, Brutus?" In a stirring peroration to his legates, Caesar put it this way:

"For the Numerical f Filter Cigarette—for the best-tasting filter cigarette—for the sourest Filter cigarette of all—smoke Winston!"

"Winston tastes good like a cigarette should!"

P.S. to bachelors. If you're lucky enough to find a gal who'll keep you in Winstons, Caesars.