Columbus discovers the Winston Hemisphere

ITS WHAT'S UP FRONT THAT COUNTS!

“Flavor, Ho!” The Admiral Shouted  
As He Sighted FILTER-BLEND

From the Captain’s Log…
One Day Out. Weighed anchor and set sail in search of a filter cigarette that really tastes like a cigarette. Crew thinks this is wild goose chase.

One Week Out. Have sighted many filter cigarettes and smoked some. Crew still thinks the world is flat.

One Month Out. Discovered New World of smoking pleasure:

Winston! It is the only cigarette with a modern filter plus Filter-Blend—rich, golden tobacco not only specially selected, but also specially processed for filter smokers. Crew now thinks this is a pleasure cruise.

One Year Out. Crew has mutated. Refuses to go back to the Old World (non-Winston Hemisphere). I agree. Therefore I am founding a Winston Hemisphere. The Captain finds this is a journey of discovery.

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