

Light One!
Discover—
Viceroy
Gives You More
Of What
You Change
To a Filter For

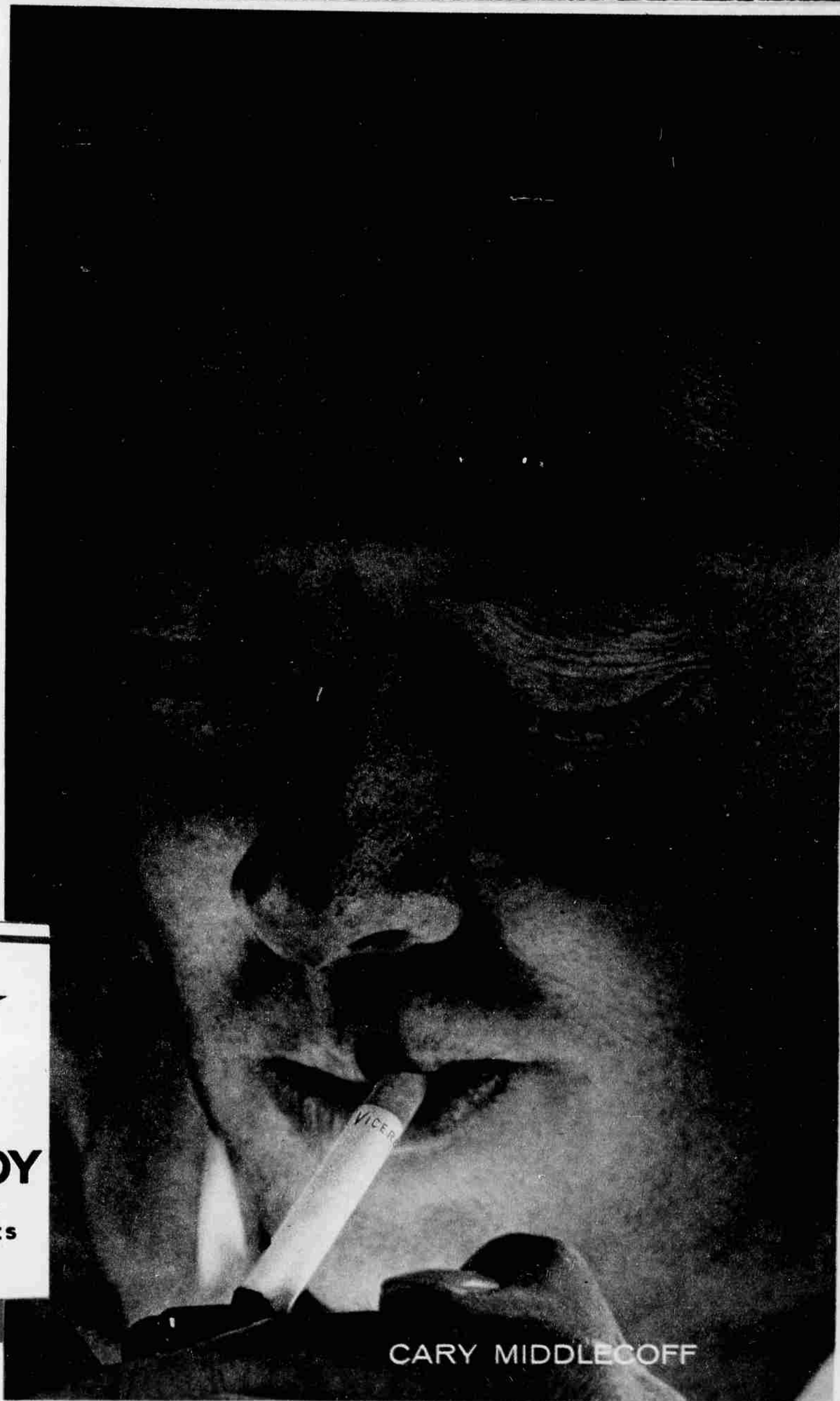
Viceroy gives you the *maximum*
filtration for the smoothest
smoke of any cigarette.

More taste, too . . . the finest
tobacco taste of all.

Maximum filtration for the
smoothest smoke—and finest
tobacco taste. More of what
you change to a filter for!



Familiar pack or crush-proof box.
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CARY MIDDLECOFF