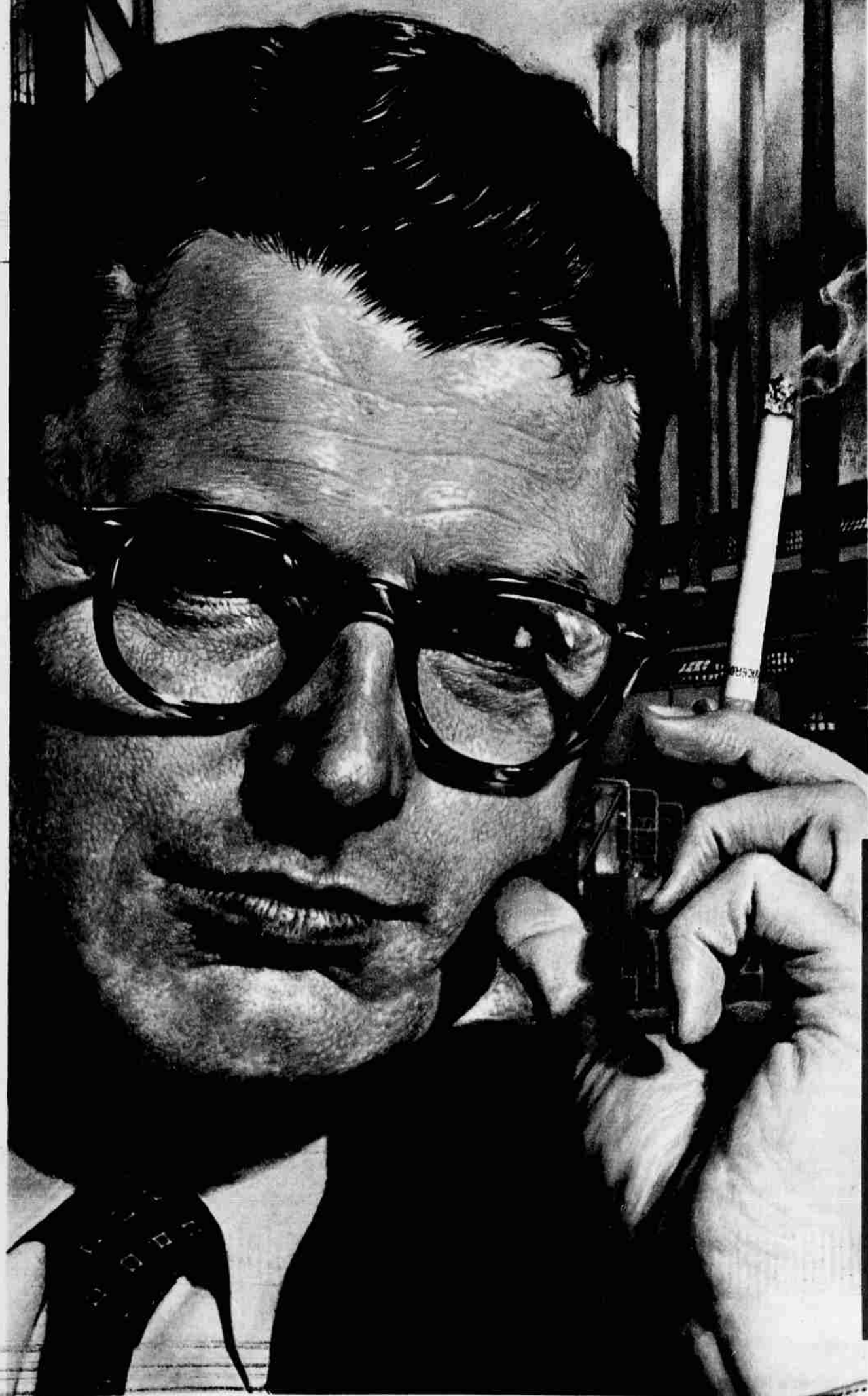


*The Man Who Thinks For Himself Knows...*



**ONLY  
VICEROY HAS  
A THINKING MAN'S  
FILTER...  
A SMOKING MAN'S  
TASTE!**

This man thinks for himself.  
Knows the difference  
between fact and fancy.  
Trusts judgment, not opinion.

Such a man usually smokes VICEROY.  
His reason? Best in the world.  
He knows for a fact that only  
VICEROY has *a thinking man's filter*  
and *a smoking man's taste*.



Familiar pack or crush-proof box.  
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