

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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