

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

**VICEROY  
GIVES YOU  
MORE OF  
WHAT YOU  
CHANGE TO  
A FILTER FOR**

The man who thinks for himself wants facts—not claims. And the facts about filter cigarettes are these: Viceroy gives you *maximum filtration* for the smoothest smoke of any cigarette! Maximum filtration... smoothest smoke... finest tobacco taste. Viceroy gives you more of what you change to a filter for! Think it out for yourself!



Familiar pack or crush-proof box.

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