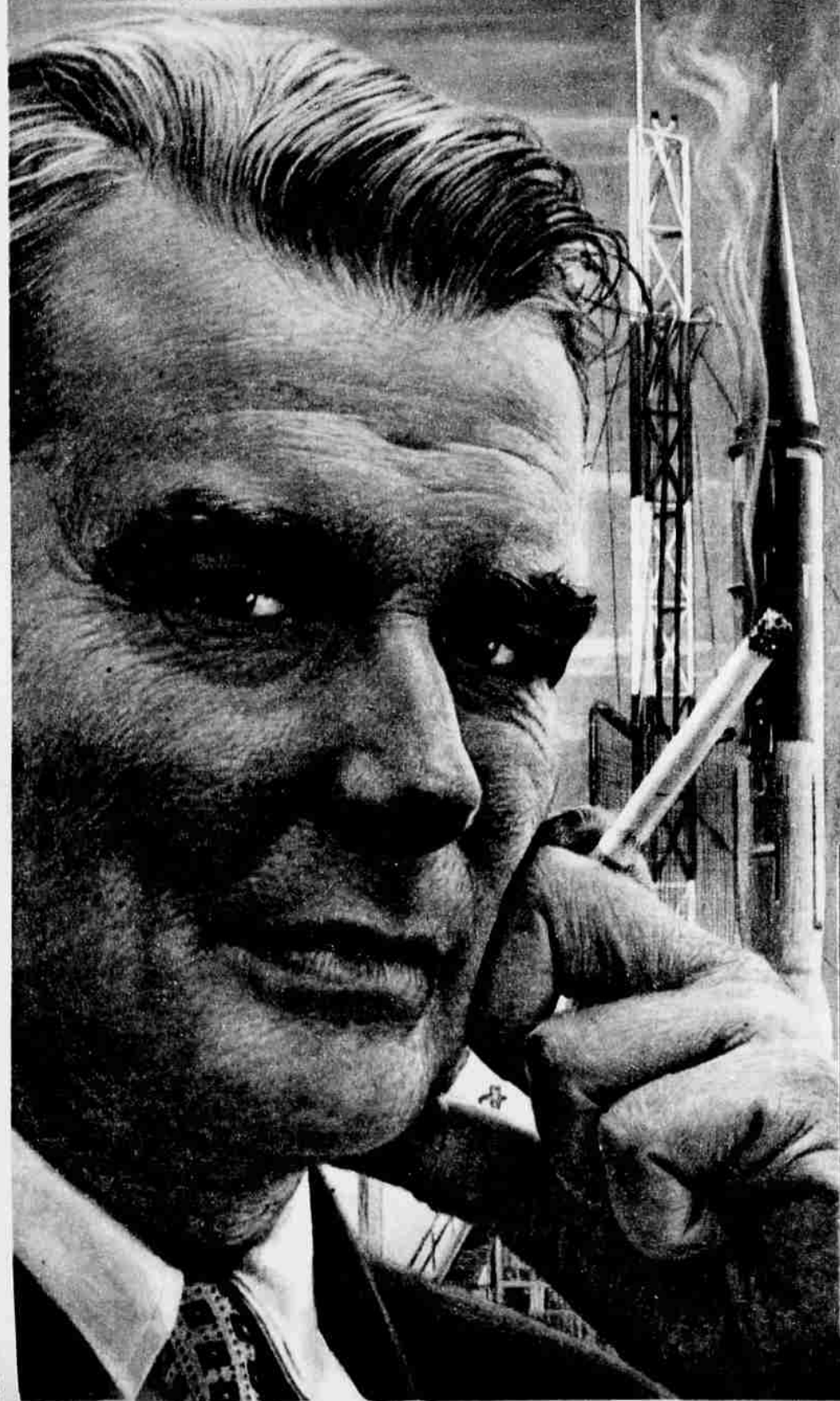


# *The Man Who Thinks For Himself Knows...*



**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.

© 1958, Brown & Williamson Tobacco Corp.