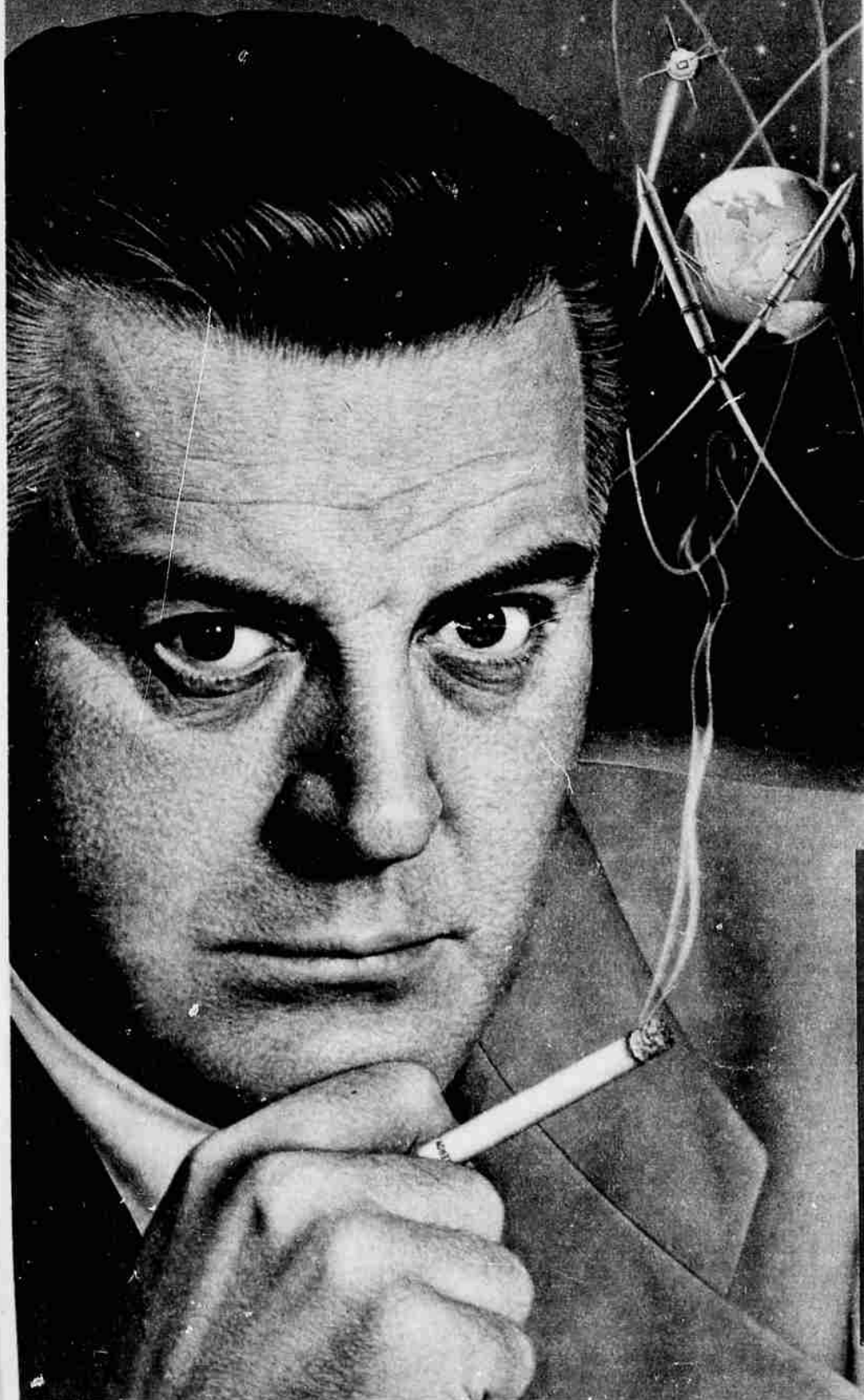


The Man Who Thinks For Himself Knows...



**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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