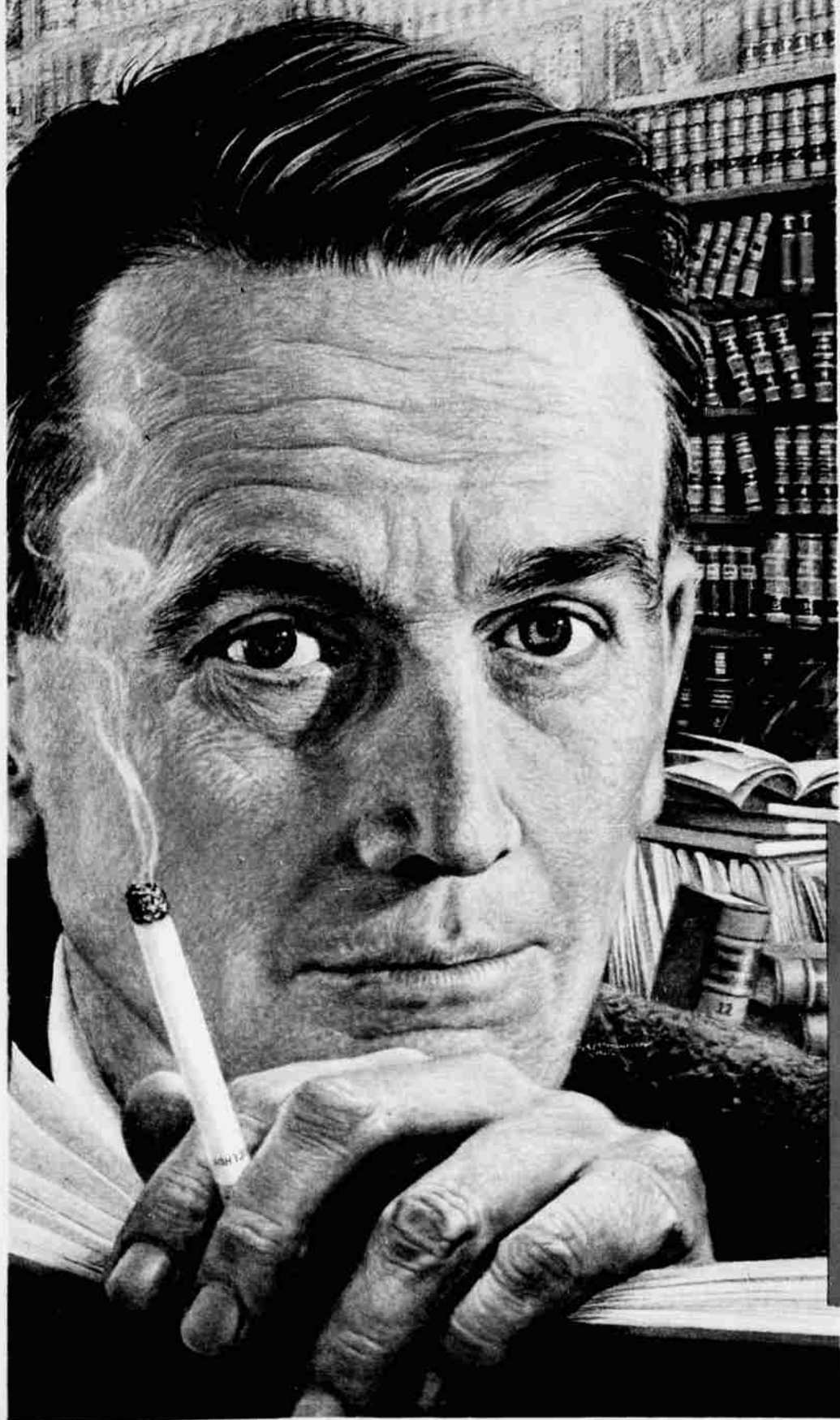


The Man Who Thinks For Himself Knows...



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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