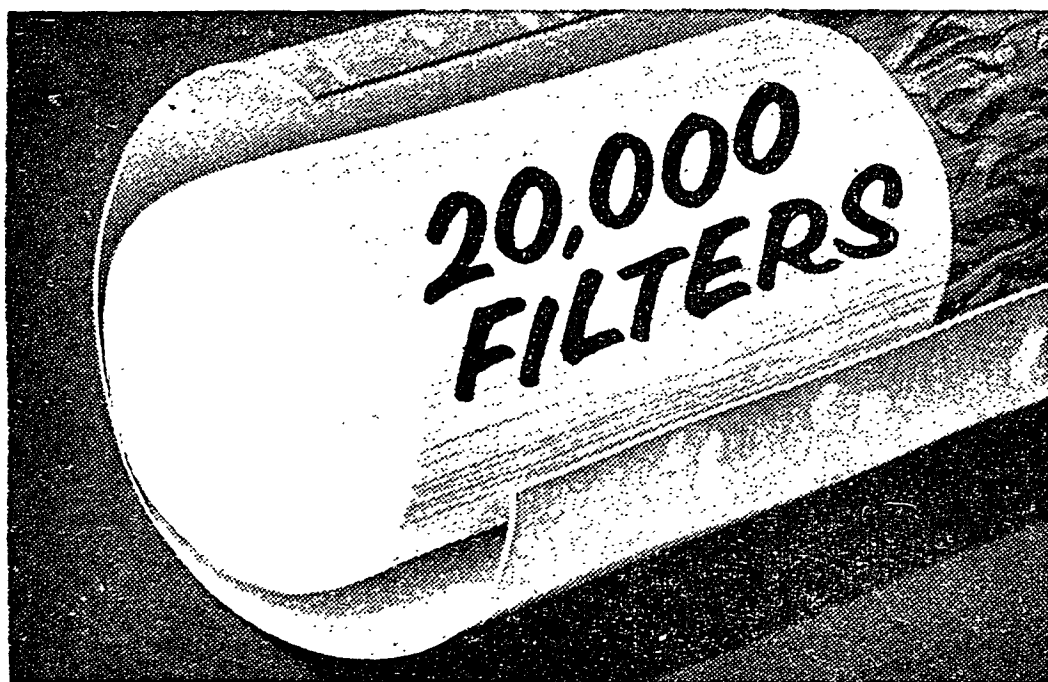


Q. Why Are Viceroy's 20,000 FILTERS Made From Pure Cellulose?



A.

Because cellulose is a soft, snow-white material... the same pure, natural substance found in many of the good foods you eat every day.

Only the exclusive Viceroy tip contains 20,000 tiny filters made from pure cellulose—soft, snow-white, natural—*twice as many filters* as the other two largest-selling filter brands. That's why Viceroy gives you...

The Smoothest Taste in Smoking!
Smoke Smoother **VICEROY**

