

NOW VICEROY COMES IN 2 PACKAGES

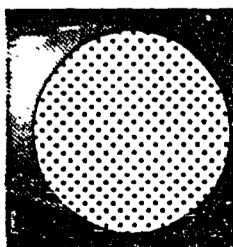
FLIP-OPEN BOX FAMILIAR PACK



BOTH SAME PRICE!

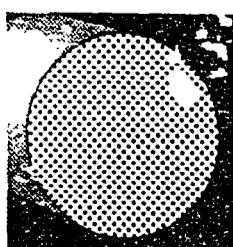


Only Viceroy gives you 20,000 FILTER TRAPS FOR THAT SMOOTHER TASTE



AN ORDINARY FILTER

Half as many filter traps in the other two largest-selling filter brands! In Viceroy, 20,000 filter traps... twice as many... for smoother taste!



THE VICEROY FILTER

These simplified drawings show the difference... show that Viceroy's 20,000 filter traps are actually twice as many as the ordinary filter!

Twice as many filter traps as the other two largest-selling filter brands!

Compare! Only Viceroy gives you 20,000 filter traps—twice as many as the other two largest-selling filter brands—for that smoother taste!

Plus—finest-quality leaf tobacco, Deep-Cured for extra smoothness! Get Viceroy!

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