

TOBACCO CONTROL

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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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