

# TOBACCO CONTROL

www.tobaccocontrol.com

*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.

**VICEROY**  
Filter Tip  
CIGARETTES  
KING-SIZE

Familiar pack or crush-proof box.