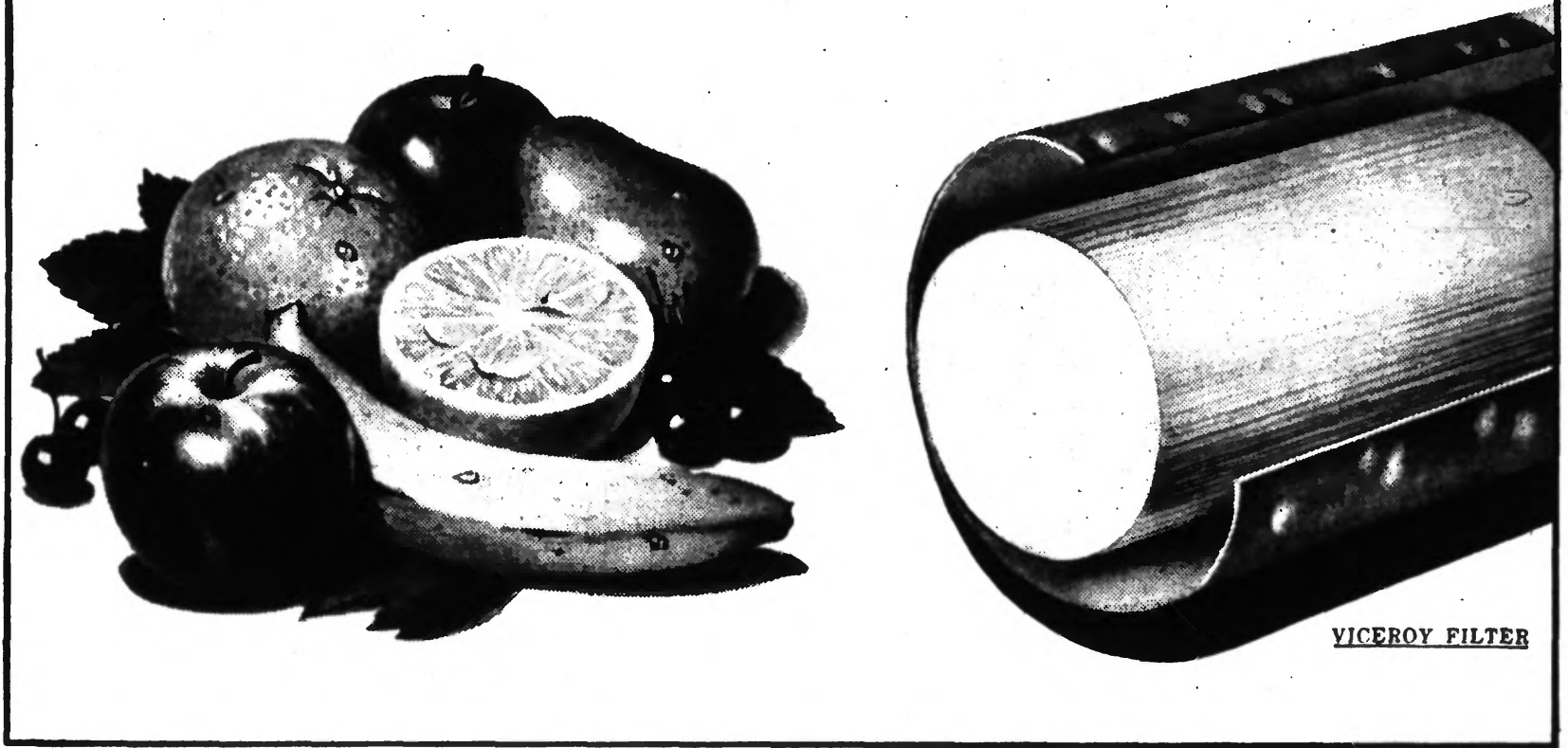


What does this fruit have to do with this cigarette filter?



# THE VICEROY FILTER IS MADE FROM A PURE, NATURAL MATERIAL FOUND IN ALL FRUIT

—and it gives you *Maximum Filtration* for the Smoothest Smoke!

• From the same soft, pure material found in the rich pulp of nature's healthful fruits, modern filter scientists have created the greatest cigarette filter ever designed . . . the Viceroy filter. For the Viceroy filter gives you the *maximum filtration* for the smoothest smoke of *any* cigarette. More taste, too . . . the pure, natural taste of rich, mellow tobaccos. Yes, Viceroy gives you *more* of what you change to a filter for!

New crush-proof flip-open box or famous familiar pack.

**VICEROY** PURE, NATURAL FILTER...  
PURE, NATURAL TASTE

