What have VICEROYS got that other filter tip cigarettes haven't got

THE ANSWER IS

20,000 FILTERS IN EVERY VICEROY TIP

Inside every Viceroy tip is a vast network of 20,000 individual filters to filter your smoke and over again. You get only the full, rich taste of Viceroy's choice tobaccos... and Vicerows draw so softly.

Yes, you get Viceroy's remarkable new tip... with 20,000 individual filters... plus king-size length for only a penny or two more than cigarette without filters.

WORLD'S LARGEST-SELLING FILTER TIP CIGARETTE

New

King-Size

Filter Tip

VICEROY

FILTER TIP

VICEROY

Filter Tip

Filter Tip

Only a Penny or Two More Than Cigarettes Without Filters