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 over and over again. You get only the full, rich taste of Viceroy’s choice tobaccos... and Viceroy draw so freely.

Yes, you get Viceroy’s remarkable new tip... with 20,000 individual filters... plus long-as-length for only a penny or two more than cigarettes without filters.

WORLD’S LARGEST-SELLING FILTER TIP CIGARETTE

New King-Size Filter Tip Viceroy

Only a Penny or Two More than Cigarettes Without Filters

When you know your beer...
it’s bound to be Bud

You see it so often... a warm welcome for a cold bottle of Budweiser. And it’s so wunder that the distinctive taste of Budweiser pleases people as no other beer can do... for only Budweiser is brewed by the most expensive process on Earth.

Enjoy Budweiser. Leads All Beers In Sales Today... and Through The Years!

ANHEUSER-BUSCH, INC.
ST. LOUIS - NEWARK - LOS ANGELES

World's Largest-Selling Filter Tip Cigarette

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ST. LOUIS - NEWARK - LOS ANGELES

Left: Miss Joan Slinger.
Right: Ugly Man Candidates.
Left to right:
Top row: Harris Notarys '54, John Reynders '56, Charles Olden '56.
Third row: John Rozendaal '55, Pacheco de Figueiredo '56, Glenn Jackson '56.
Lower right: Klaus Kubierschkey '56.

WORLD'S LARGEST-SELLING FILTER TIP CIGARETTE