

VICEROY

1948-1954

Doctors, dentists and nurses were featured recommending VICEROY cigarettes as a "safer" smoke. Typical of the advertising copy during this period was the following:

"NEW KING-SIZE VICEROY GIVES . . . DOUBLE-BARRELED HEALTH PROTECTION - AT LOW COST!

1. It's VICEROY's Amazing New HEALTH-GUARD FILTER - 18% longer than Old-Style Filters!.
2. PLUS KING-SIZE LENGTH! VICEROYS Now Are 21% Longer - to Filter the Smoke Still further!

NO WONDER this amazing new cigarettes is safer for throat, safer for lungs, than any other king-size cigarette! For it's a king-size with a filter! The first in cigarette history!

AND NO WONDER it's safer for throat, safer for lungs, than any leading filter cigarette. For the filter itself is longer! There's more of it, to take out more harmful irritants!

FOR THE FIRST TIME, the advantages of king-size - and the advantages of filter-tip cigarettes - have been combined into one! So for double-barreled health protection . . . get king-size, filter-tipped VICEROYS today!"

A sketched, open VICEROY package is captioned:

"The Nicotine and Tars Trapped by VICEROY's DOUBLE-FILTERING ACTION CANNOT REACH YOUR THROAT OR LUNGS!"

1955-1957

The "health" theme was continued during this period; however, more emphasis was placed on the pure, snow-white VICEROY filter, copy often delivered by sports celebrities. Typical of the advertising during this period was the following 1957 p-o-p poster:

"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!

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From the same soft, pure material found in the rich pulp of nature's healthful fruits, modern filter scientist 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!"

and an athlete's testimonial:

"VICEROY has the smoothest taste of all!

Only VICEROY takes the steps that lead to smoother smoking'.

Smooth! From the finest tobacco grown, VICEROY selects only the Smooth Flavor Leaf, Deep-Cured golden brown for extra smoothness!

Super Smooth! Only VICEROY smooths each puff through 20,000 filters made from pure cellulose - soft, snow-white, natural!"

1958-1959

The "Thinking Man" campaign was featured during this period. The following copy was typical of this campaign:

"Dr. Harris is a man who thinks for himself. He knows the difference between fact and fancy. He trusts his own judgment.

Men like Dr. Harris usually smoke VICEROY. Their reason? Best in the world. They know for a fact that only VICEROY has a thinking man's filter and a smoking man's taste.

If you think it through for yourself . . . your choice will be VICEROY, too."

1960-1962

In August of 1960 the "Thinking Man" campaign was replaced by a new campaign emphasizing that "VICEROYS got it at both ends." Copy read as follows:

"The right taste depends on the filter and the blend. VICEROYS got it at both ends . . . got the filter . . . got the blend."

Also during this period the "Deep-Weave Filter" was featured. Typical copy was:

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"VICEROY is something special end to end--special filter, special blend with a special Deep-Weave filter and special rich tobacco blend."

1962-1964

During 1962 VICEROY's campaign was changed to place more emphasis on taste. The principal copy line was:

"VICEROY tastes the way you'd like a cigarette to taste--not too strong, not too light--VICEROYS got the taste that's right."

and

"Now you know and can take all bets, if you smoke all 7 cigarettes, you'll find some too strong, some too light, but VICEROYS got the Deep-Weave filter and the taste that's right."

1965-1967

The "Taste That's Right" campaign was continued during this period; however, the "Deep-Weave filter" references were discontinued early in 1965. Typical copy was:

". . . VICEROYS specifically designed to tast the way you'd like a filter cigarette to taste. Now some brands taste too strong, as if they didn't have a filter, and others taste too light. They just don't seem to satisfy your taste. But VICEROY . . . VICEROYS not too strong, not too light, VICEROYS got the filter for the taste that's right."

Also during this period, the "Right Any Time of the Day" campaign was started. Typical copy read:

"Light up a smoke and get the taste that's right--right any time of the day. This is the good taste you always get when you smoke the VICEROY way 'cause a VICEROY smoke's got the taste that's right--right any time of the day. VICEROYS the filter cigarette blended with natural flavor fresheners that enrich and improve true tobacco taste. That's why VICEROY tastes right and rewarding any time you light up."

1967-1968

The "Right Any Time of the Day" campaign was replaced in the last quarter of 1967 by the "Good Taste Never Quits" campaign. Typical copy read:

"The only time VICEROY runs out of taste is when you run out of VICEROY. The good taste never quits."

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