



Viceroy is always priced lower than Marlboro and Winston. About \$4.00 a carton lower.

Viceroy. The Red Pack at the Right Price

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

 Based on manufacturers list prices, exclusive of coupons and special promotions.
Prices optional with retailers.

Vicercy Kings, 17 mg. "tar", 1.2 mg. nicotine av. per cigarette by FTC method

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