

1950

The 1949 VICEROY advertising theme was carried into 1950, the only significant change being the increased emphasis placed on the Reader's Digest.

"READER'S DIGEST
TELLS WHY
FILTERED CIGARETTE SMOKE
IS BETTER FOR YOUR HEALTH".

1951

"Filtered Cigarette Smoke Is Better For Your Health" ** set the 1951 advertising theme for VICEROYS. This was followed by the exposed filter drawing with the caption -

"This Filter Tip On Each VICEROY Cigarette FILTERS YOUR SMOKE!"

The medical-looking character in the ad is claiming "The Nicotine and Tars Trapped by This VICEROY Filter Cannot Reach Your Mouth, Throat or Lungs!"

1952

"Leading N. Y. Doctor Tells His Patients What To Smoke" headlines the 1952 VICEROY ads.

"Filtered Cigarette Smoke is Better For Health
Prominent Physician Tells Patients - 'Smoke VICEROY Filter -
Tip Cigarettes. The Nicotine and Tars Trapped By the

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VICEROY Filter Cannot Reach Mouth, Throat or Lungs."

* "No filter can remove all nicotine and tars, nor does VICEROY make this claim.

** Reader's Digest, January, 1950.

The drawing of the opened filtered cigarette exposing the filter was captioned with the claim -

"This Is The Tip That Does The Trick... Only VICEROY Has It!"

1952

"Health" was the key word in other 1952 advertising of VICEROYS. The theme -

"New HEALTH-GUARD Filter Makes VICEROY Better For Your Health Than Any Other Leading Cigarette!"

headlined the ad.

Opposite each of three drawings depicting leading cigarettes (1) without filters, (2) with filters, and (3) King-size cigarettes which claim to filter, was the claim "BETTER FOR YOUR HEALTH Than..."

These claims were supported by "facts" that -

- "1) Scientific tests conducted by a famous research laboratory now prove that VICEROY removes far more irritating tars than any leading cigarette without filters.
- "2) Although most filters help to remove tobacco tars, laboratory analysis proved that smoke from other leading filter-tip cigarettes contain up to 110.5% more nicotine than VICEROY.
- "3) Scientists found conclusive proof that VICEROY removes far more tars - and more nicotine, too - than even the leading king-size cigarette."

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Again using the drawing of the opened filtered cigarette with the exposed filter, the caption read:

"Here's the Secret! The Revolutionary New VICEROY HEALTH-GUARD FILTER Traps so Much Nicotine and Tars You Can Actually See the Results!

"See for yourself how effectively irritants are trapped by the 20,000 tiny filtering elements in this amazing new-type filter.

"Watch the HEALTH-GUARD FILTER TIP quickly discolor from nicotine and tars which otherwise might be drawn directly into your mouth, throat or lungs!"

This ad ended with bold print claiming:

"FOR GREATER HEALTH PROTECTION GET VICEROY WITH THE NEW HEALTH-GUARD FILTER".

1953-A

"DOUBLE-BARRELED HEALTH PROTECTION - AT LOW COST!" preceded by "NEW KING-SIZE VICEROY GIVES . . ." set the theme for 1953 VICEROY advertising.

A Health-Guard Filter and King-Size Length were the basis for such a theme, the claim being:

- "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!"

Substantiating the claims were several statements reading:

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"NO WONDER this amazing new cigarette 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!"

1953-B

A comparative analysis and nicotine and tar content report were the themes for late 1953 VICEROY advertising.

"A Report to Doctors Published in Leading Medical Journals

"A Report on the Double-Filtering Action of King-Size, Filter Tip VICEROY."

A chart illustrated a quantitative comparison of nicotine and tar content in the smoke of leading cigarette brands, including VICEROY. VICEROY was depicted as having from 47.4% to 78.5% less nicotine and tars than the other leading brands.

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Under the bold caption -

"VICEROY Now Combines the Advantages of Both King-Size and Filter Tip Cigarettes"

appeared the claim:

"THE NEW VICEROY CIGARETTE is king-size - 21% longer than ordinary cigarettes. As smoke passes through, this extra length helps filter out nicotine and tars.

"THE NEW VICEROY FILTER - 18% longer than any other - efficiently traps additional nicotine and tars. This unique new-type filter is scientifically designed to remove maximum quantities of nicotine and tars without impeding the flow of smoke or impairing flavor.

"When a filter tip cigarette is desire, VICEROY'S Double-filtering action can be counted upon for a significant reduction in nicotine and tars. At the same time, however, the comforts of full smoking ^{can} satisfaction/still be enjoyed."

The familiar drawing of the open VICEROY cigarette advertised the new-type cellulose-acetate filter:

"THE VICEROY FILTER. This new-type cellulose-acetate filter, exclusive with VICEROY cigarettes, represents the latest development in 20 years of Brown & Williamson filter research. A completely new type of construction permits maximum filtering action; yet smoke is drawn through easily, and flavor is not affected."

1954

"Better for Your Health - Thanks to King-Size and Health-Guard Filter"

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was the 1954 claim made by VICEROY cigarettes in the Union Guide.

Newspaper ads emphasized the double-filtering action.

"VICEROY NOW BRINGS YOU DOUBLE THE FILTERING ACTION TO
DOUBLE YOUR SMOKING PLEASURE!"

This theme was supported with statements concerning the new "ESTRON"
filter material and king-size length.

"1. NEW MIRACLE FILTER OF ESTRON MATERIAL!

It's a king-size filter with 20,000 tiny filter traps!

It's pure! Snow-white! 100% filter! Yet it gives you the full,
rich taste of choice tobaccos . . . and VICEROYS draw so freely . . .

"PLUS KING-SIZE LENGTH!

. . . The smoke is also filtered through VICEROY'S extra length of
rich, costly tobaccos to give you smoothness and mellowness found
in no other filter tip cigarette.

. . . Yes, you get double the filtering action to double you smoking
pleasure!"

Another newspaper format stressed VICEROY'S 20,000 filters:

"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 VICEROYS draw so freely.

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"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 cigarettes without filters.

"Double the filtering action
to double your smoking pleasure
WORLD'S LARGEST SELLING FILTER TIP CIGARETTE".

Magazine Advertising

The newspaper themes of 1954 were repeated in the magazine ads of that year. The 1953 ad - "A REPORT TO DOCTORS - PUBLISHED IN LEADING MEDICAL JOURNALS" - illustrating the results of comparative smoking tests, appeared in Time, Newsweek, Pathfinder and Cosmopolitan.

Various Dental and Medical Journals carried the theme:

"DOCTOR, WHEN YOUR PATIENTS ASK . . . 'WHICH CIGARETTE SHALL I CHOOSE?' . . . REMEMBER THAT NEW VICEROY GIVES SMOKERS DOUBLE THE FILTERING ACTION."

Other VICEROY ads directed at the medical and dental professions were headlined:

"Thank you, Doctor!

"The thousands of dentists who visited VICEROY exhibits at dental conventions . . . and to those who smoke and recommend VICEROY . . . we say 'Thanks'. Your approval has helped establish our leadership . . . VICEROY now outsells all other filter tip cigarettes!"

and:

"Thank you, Doctor!

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"To the 64, 985 doctors who have visited VICEROY exhibits at medical conventions . . . and to those who smoke and recommend VICEROY . . . we say 'Thanks'. Your approval has helped establish our leadership . . . VICEROY now outsells all other filter tip cigarettes!"

Adopting a previous "question to the doctor" theme, the claim emphasized the 20, 000 filters in the VICEROY tip:

"DOCTOR, WHEN YOUR PATIENTS ASK . . .
WHAT HAVE VICEROYS GOT THAT OTHER FILTER TIP CIGARETTES
HAVEN'T GOT?

"The answer is 20, 000 Filters in Every VICEROY Tip.

"VICEROY'S New type filter, made of non-mineral cellulose acetate, gives the greatest filtering action possible without impairing flavor or impeding the flow of smoke.

"Smoke is also filtered through VICEROY'S king-size length of rich, costly tobaccos. Thus, VICEROY smokers actually get double the filtering action!"

1955

Newspaper ads in 1955 stressed the importance of taste as related to filtered smoke.

"FILTER SMOKERS! Are you missing Real Tobacco Taste in your present filter cigarette?

"THEN SWITCH TO VICEROY! Because VICEROY has twice as many filters as the next two largest-selling filter brands.

That's why you can taste the difference blindfolded!"

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College newspaper ads had as their theme:

"Why do more college men and women smoke VICEROYS than any other filter cigarette?"

This question was answered with the claim -

"Because only VICEROY gives you 20,000 filter traps in every filter tip, made from a pure natural substance - cellulose - found in delicious fruits and other edibles!

"1. Yes, only VICEROY has this filter composed of 20,000 tiny filter traps. You cannot obtain the same in any other cigarette.

*

* Another answer was included in previous ads: "2. Besides being non-mineral and non-toxic, this cellulose acetate filter never shreds or crumbles."

"2. The VICEROY filter wasn't just whipped up and rushed to market to meet the new and skyrocketing demand for filtered cigarettes. VICEROY pioneered. Started research more than 20 years ago to create the pure and perfect filter.

"3. Smokers en masse report that filtered VICEROYS have a finer flavor even than cigarettes without filters. Rich, satisfying, yet pleasantly mild.

"4. VICEROY draws so easily that you wouldn't know, without looking, that it even had a filter tip . . . and VICEROYS cost only a penny or two more than cigarettes without filters."

A sports page campaign claimed that VICEROY has the filter you depend on for a filter cigarette:

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1955 - Magazine Advertising

A "Name the Filter Contest" was conducted for college students. The entry blanks gave statements about the filter, setting some basis for the entrant's selection of names for the filter.

"NO OTHER FILTER LIKE VICEROY! NO COTTON! NO PAPER!
NO ASBESTOS! NO CHARCOAL! NO FOREIGN SUBSTANCES OF
ANY KING!

"MADE FROM PURE CELLULOSE - SOFT . . . SNOW WHITE . . .
NATURAL!

"Remember, the VICEROY Filter is made from 100% pure cellulose -
a soft, natural material found in many good foods you eat! There
are no impurities in the VICEROY Filter. So naturally it lets the
real tobacco taste come through!"

"Nurses everywhere are discussing these important differences in VICEROY'S
filter tip" headlined a new advertising approach in several nurses' journals.

Following the theme were the claims that:

"Only VICEROY gives you 20,000 filter traps in every tip, made
from pure, white cellulose. PLUS that Real Tobacco Taste you miss
in every other filter brand!

"The importance of filtered smoking is well known to the nursing
profession - and nurses everywhere have been quick to recognize the
significant differences between VICEROY and other filter brands:

1. VICEROY'S unique filter was perfected through 20 years
of scientific research. Only VICEROY has 20,000 tiny
filter traps in every filter tip - twice as many as the next two

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2. The VICEROY Filter is made exclusively from pure cellulose!
Soft, snow-white, natural!

...

3. No other filter cigarette has VICEROY'S unique combination
of filter plus taste; no other cigarette gives so much smoking
satisfaction. No wonder so many nurses smoke and recommend
VICEROY - the largest selling filter tip cigarette in the world."

A series of full color "gather 'round and sing" VICEROY ads in 1955 had
as a "theme song":

"What is it
VICEROY gives to you
That makes the
Flavor grand?

"Twice as many of these
Filter traps
As any other brand!"

supplemented with the statement:

"VICEROY GETS THE VOTES . . . FROM HAPPY THROATS"

and the claim:

"You can really depend on VICEROY".

The medical and dental professions' journals carried the VICEROY adver-
tising theme:

"In a Filter Cigarette . . . it's the FILTER You Depend On."

The theme was backed by statements of filter composition and recommendations

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by the members of the respective professions.

"The VICEROY filter contains 20,000 tiny filter traps, made through the solubilization of pure natural material. This is twice as many of these filter traps as any other brand.

"We believe this simple fact is one of the principal reasons why so many doctors (dentists) smoke and recommend VICEROY - the cigarette you can really depend on! Have you discovered VICEROY?"

Railroad menu inserts carried the theme -

"VICEROYS FILTER OUT WHAT YOU DON'T WANT IN FOR RICHER, SMOOTHER FLAVOR!"

Testimonials in response to the question -

"What do VICEROYS do for you that no other filter tip can do?"

were presented, quoting several "Ultimate in fashion" women.

These statements told of real flavor, and no bits of tobacco getting into the mouth or purse.

"Facts about cigarette smoking" was the theme of another VICEROY advertising campaign in 1955.

One claim made in support of this theme was that of maximum filtration:

"3. Pioneer in filtered cigarettes was VICEROY. Over twenty-one years of research went into the development of its exclusive filter tip . . . a tip now containing 20,000 tiny filter traps to filter the smoke over and over again for maximum filtration . . . an easy-drawing tip that lets the full, rich taste of VICEROY'S fine tobaccos come through to you in every puff."

Again, advertising was directed towards the medical and dental professions

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with the theme:

"A FEW FACTS FOR THE BUSY DOCTOR (DENTIST) WHO WANT THE Latest Information About Filter Tip Cigarettes."

To lead into the claims, the ad read:

"Your patients are interested in cigarettes! From the large volume of writing on this subject, Brown & Williamson Tobacco Corporation would like to give you a few facts about VICEROY.

"Only VICEROY gives you, your patients, and all cigarette smokers 20,000 filter traps in every filter tip. These filter traps, doctor, are composed of a pure white non-mineral cellulose acetate. They provide the maximum filtering efficiency possible without affecting the flow of smoke of the full flavor of VICEROY'S quality tobaccos."

Another approach to doctors, the them -

"What do VICEROYS do for you that No Other filter tip can do?"

was captioned with the introduction:

"DOCTOR, here's a question and an answer you may find useful when patients ask about cigarettes:"

The answer supplied was that VICEROY gives you 20,000 filter traps in every filter tip, supported by the claim:

"The filter traps, doctor, are composed of a pure white non-mineral cellulose acetate. They provide maximum filtering efficiency without affecting the flow of the smoke or the full flavor of VICEROY'S quality tobaccos. Smokers report VICEROYS taste even better than cigarettes without filters."

1956 - General Magazine Ads

The bulk of the 1956 VICEROY advertising campaigns were directed at the

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smoother taste of the VICEROY cigarette:

"Smokers everywhere are learning why VICEROYS are Smoother"

followed by the explanation:

"TWICE AS MANY FILTERS AS THE OTHER TWO LARGEST SELLING BRANDS!"

A variation of the taste theme was developed in the ads depicting a blindfolded character holding a cigarette, with the captions:

"You can tell the difference blindfolded!

"VICEROY gives you that Smooth, Fresh Taste . . . that real tobacco taste you miss in every other filter brand!"

Again the explanation:

"HERE'S WHY: Twice as many filters as the other two largest-selling filter brands!"

1956 - Medical Ads

1956 VICEROY advertising directed to the medical, dental and nursing professions utilized the "real tobacco taste" theme:

"Yes, you can have Real Tobacco Taste in a Filter Cigarette!"

This theme was followed by a filter composition disclosure and the claim:

"No wonder so many doctors now smoke and recommend King-Size VICEROYS."

A variation of the principal theme presented an explanation for the statement:

"HERE'S WHY SO MANY NURSES NOW SMOKE AND ENJOY VICEROY."

The claim made represented that:

"Microscopic analysis shows the VICEROY tip has . . . 20,000 FILTERS."

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"Twice as many Filters AS THE OTHER TWO LARGEST-SELLING FILTER BRANDS For the Smoothest Taste in Smoking!"

"VICEROY'S EXCLUSIVE FILTER IS MADE FROM PURE CELLULOSE - SOFT, SNOW-WHITE, NATURAL!"

1956 - FARM PAPER ADS

With emphasis on "Real Tobacco Taste" and "VICEROYS are smoother", the 1956 VICEROY advertisements appeared in Farm and Ranch Journals.

Each ad elicited a testimonial from prominent ranch and farm men that:

"VICEROYS sure have that Real Tobacco Taste I miss in every other filter brand!"

followed by the claim:

"No wonder! VICEROY gives you twice as many filters as the next two largest-selling filter brands! That's why you get that clean, fresh, real tobacco taste!"

and as to the Smoother taste theme:

"VICEROY gives me the smoothest taste in smoking! --- thanks to those 20,000 filters!"

Here the claim appears in response to the question:

"HOW MANY FILTERS IN THE CIGARETTES YOU CHOOSE" Remember - the more filters the smoother the taste! Only VICEROY has 20,000 filters - twice as many filters as the other two largest-selling filter brands . . . for the smoothest taste in smoking!"

1956 - NEWSPAPER ADS

An advertising campaign was directed at answering the question:

"Why Are VICEROY'S 20,000 FILTERS Made From Pure Cellulose?"

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"A. Because cellulose is a soft, snow-white material . . . the same pure, natural substance found in many of the good foods you eat every day."

"Only the exclusive VICEROY tip contains 20,000 tiny filters made from pure cellulose - soft, snow-white, natural - twice as many filters as the other two largest-selling filter brands. That's why VICEROY give you . . . The Smoothest Taste in Smoking! Smoke Smoother VICEROY".

Another format developed the theme that "VICEROYS are Smoother":

"SMOKERS EVERYWHERE ARE DISCOVERING WHY
VICEROYS are Smoother!

20,000 FILTERS

Twice as Many Filters In Every VICEROY Tip AS THE OTHER TWO
LARGEST-SELLING FILTER BRANDS".

A number of major league baseball players gave testimonials as to their reasons for selecting VICEROYS, e.g.

"YANKEE SLUGGER MICKEY MANTLE DISCOVERS WHY VICEROYS
Are Smoother"!

"'VICEROYS scored with me right from the start', says Mickey Mantle, league-leading home-run slugger of the Yankees. 'From the first puff I knew I'd hit on the smoothest taste in smoking!', 'Here's why VICEROYS are smoother' says Mickey Mantle. 'I found out that only VICEROY has 20,000 filters in every tip . . . twice as many filters as the other two largest-selling filter brands. Yes, VICEROY has the most filters - for the smoothest taste!'"

"VICEROY'S EXCLUSIVE FILTER IS MADE FROM PURE CELLULOSE -
SOFT, SNOW-WHITE, NATURAL!"

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