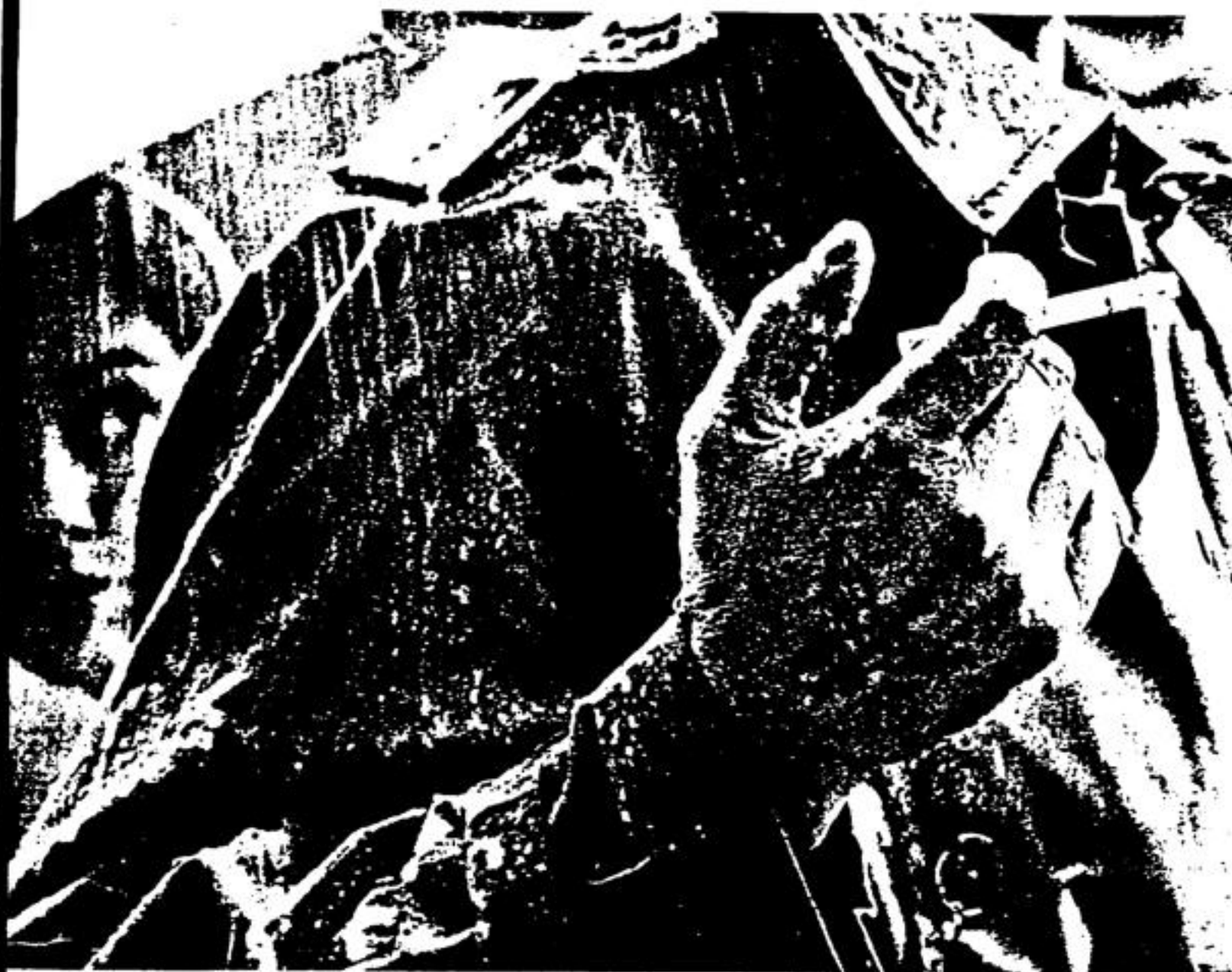


Where there's a Man... there's a Marlboro



The cigarette designed for men that women like



The man who knows tobacco knows that a long white smooth ash—the kind Marlboro has—is always a sign of good tobacco and a mild smoke.



The man who knows there knows that cellulose acetate is the modern effective filter material for cigarettes. And one group of a "Silver Flower" shows the pure white cellulose acetate that goes into just one Marlboro exclusive Selectate Filter. Its finely spun filaments smooth out the smoke and round out the taste.

Mild-burning Marlboro combines a prized recipe (created in Richmond, Virginia) of the world's great tobaccos with a cellulose acetate filter of consistent dependability. You get big friendly flavor with all the mildness a man could ask for.

Marlboro

YOU GET A LOT TO LIKE—FILTER • FLAVOR • FLIP-TOP BOX



Standard size 10 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method.

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