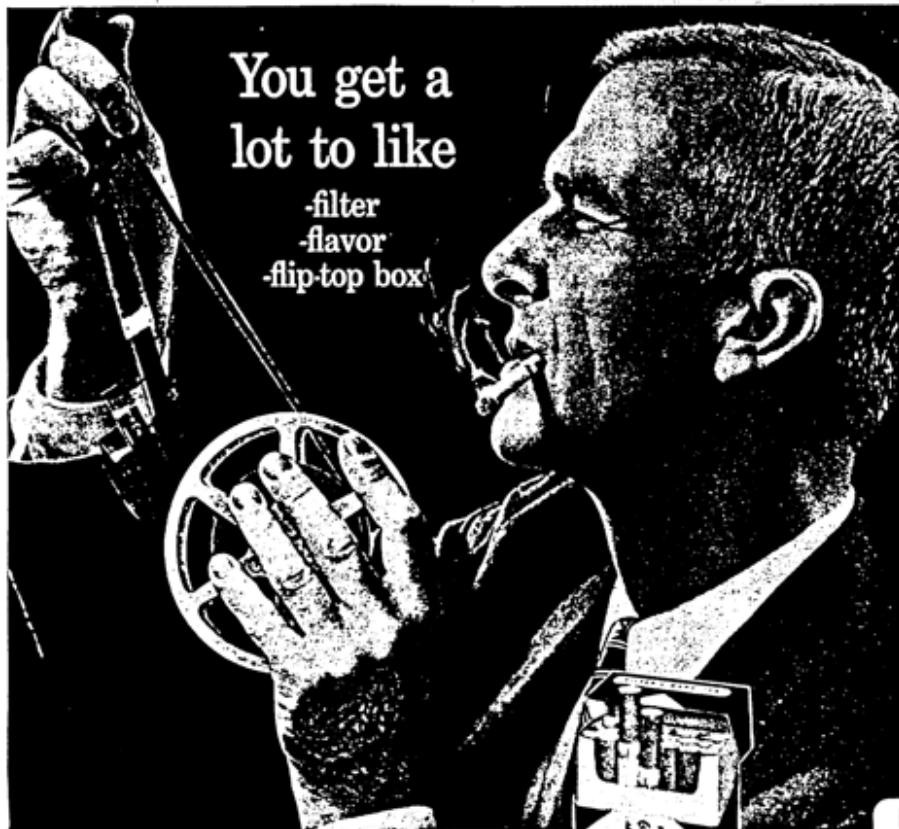


LEO BURNETT COMPANY, Inc.

Ad No. 346—Reg. No. 43789—1 page—B&W—Blind—8½ x 11½ in.—New York, January 26, 1957—(A)

8346 "Film Tape"

Marlboro



Here's old-fashioned flavor in the new way to smoke.

The man-size taste of honest tobacco comes full through.

The smooth-drawing filter feels right in your mouth.

Works fine but doesn't get in the way. The Flip-Top Box keeps every cigarette firm and fresh until you smoke it.

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