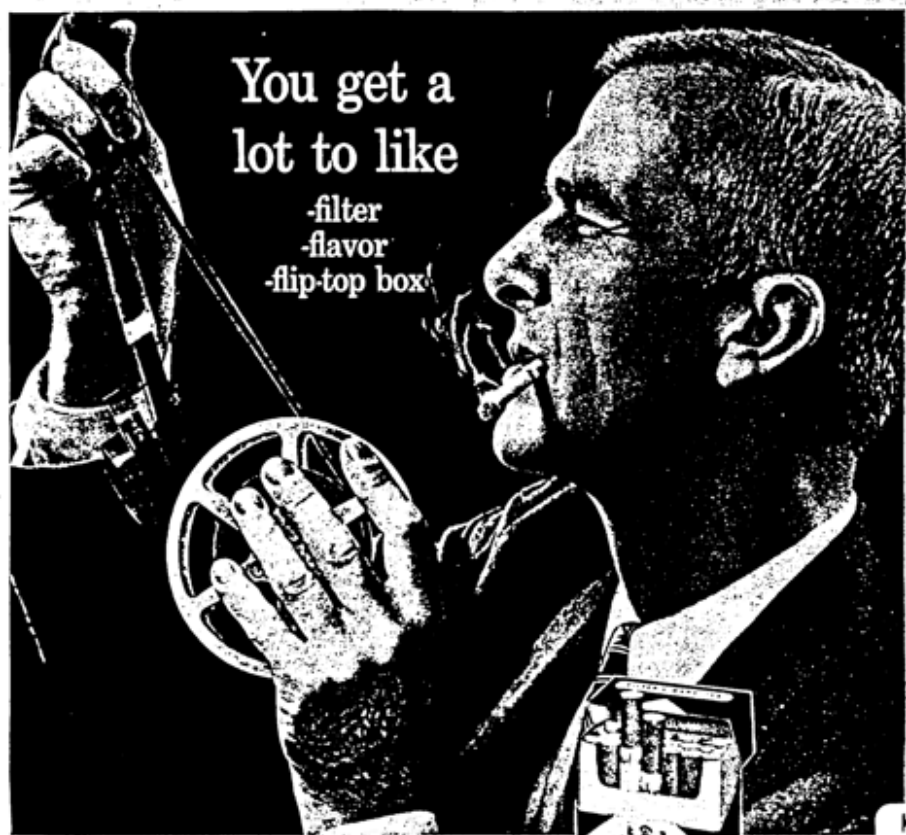


LEO BURNETT COMPANY, Inc.

Ad No. 346-Rep. No. 63749-1 page-B&W-Black-11 1/2 x 11 1/2 in.-New Yorker, January 26, 1957 (A)

#346 "Film Tape"

# Marlboro



You get a  
lot to like

-filter  
-flavor  
-flip-top box!

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.

(MADE IN RICHMOND, VIRGINIA, FROM A NEW MARLBORO RECIPE)



POPULAR  
FILTER PENCE

NEW  
FLIP-TOF BOX  
Plans to keep  
cigarettes  
fresh and  
flavorful  
in your pocket.

1002761278