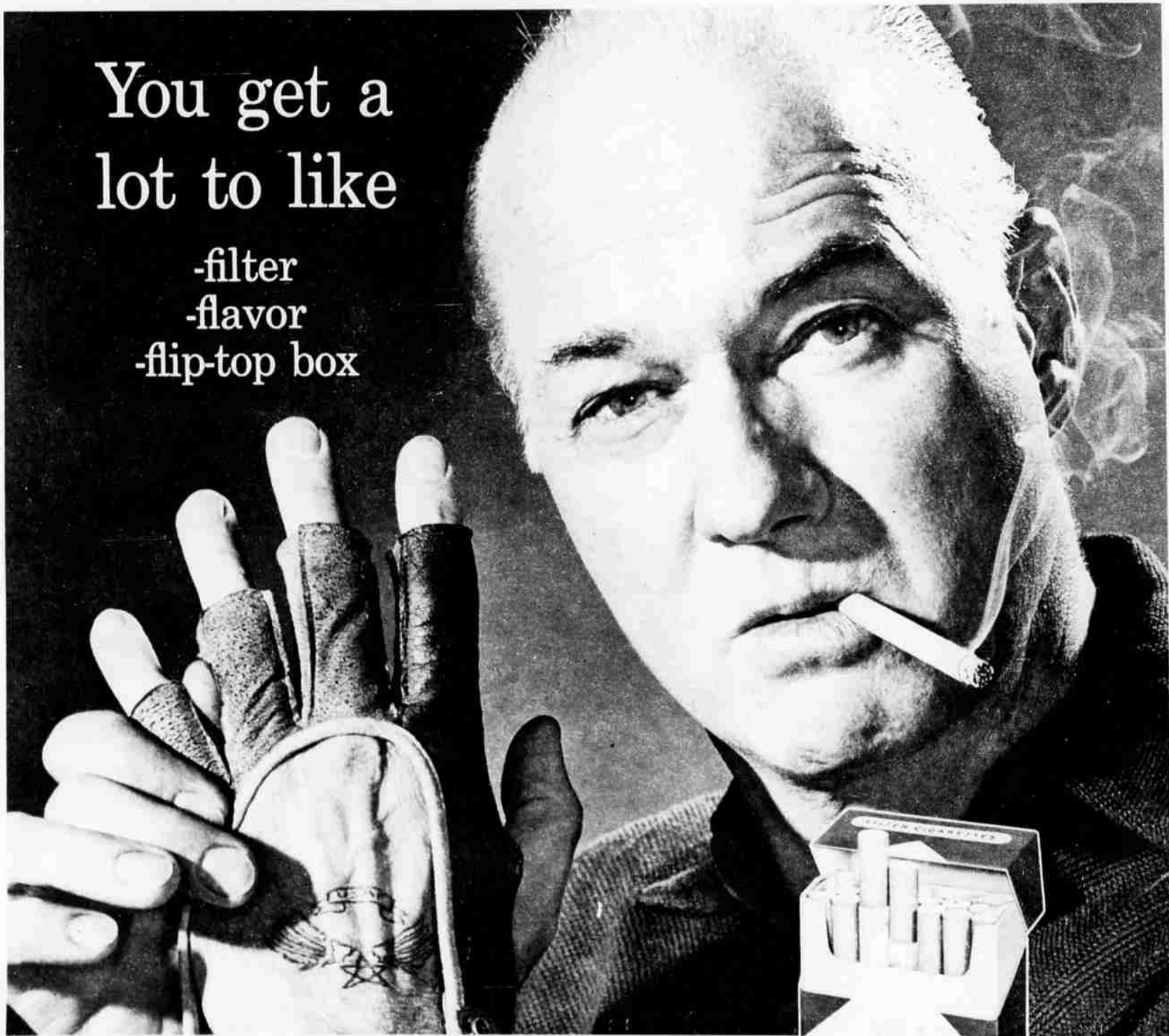


# Marlboro

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. It works fine but doesn't get  
in the way. Modern Flip-Top Box keeps every cigarette firm and fresh.

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



NEW  
FLIP-TOP BOX

Sturdy to keep  
cigarettes  
from crushing.  
No tobacco in  
your pocket.  
Up to date.

POPULAR  
FILTER PRICE