

The Marlboro Man



A lot of man . . . a lot of cigarette

"He gets a lot to like—filter, flavor, flip-top box." The works.

A filter that means business. An easy draw that's all flavor. And the flip-top box that ends crushed cigarettes.

(MADE IN RICHMOND, VIRGINIA, FROM A PRIZED RECIPE)

NEW "SELF-STARTER"



Just pull the tab slowly and the cigarettes pop up. No digging. No trouble.

POPULAR FILTER PRICE