

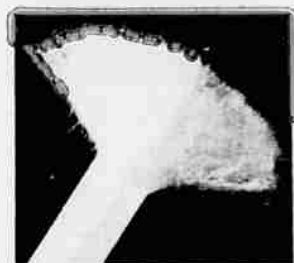
Where there's a Man...



The cigarette designed for men that women like

there's a Marlboro

—with a filter that delivers a smoke
of surprising mildness



The Marlboro Filter. Cellulose acetate is the modern effective filter material for cigarettes. This untouched photo shows the cellulose acetate in just one Marlboro exclusive Selectrate Filter.

YOU GET A LOT TO LIKE... FILTER, FLAVOR, FLIP-TOP BOX

(From a prized recipe of the world's great tobaccos)



*Sturdiest box of all—
with exclusive self-starter*