

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

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

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



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.



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