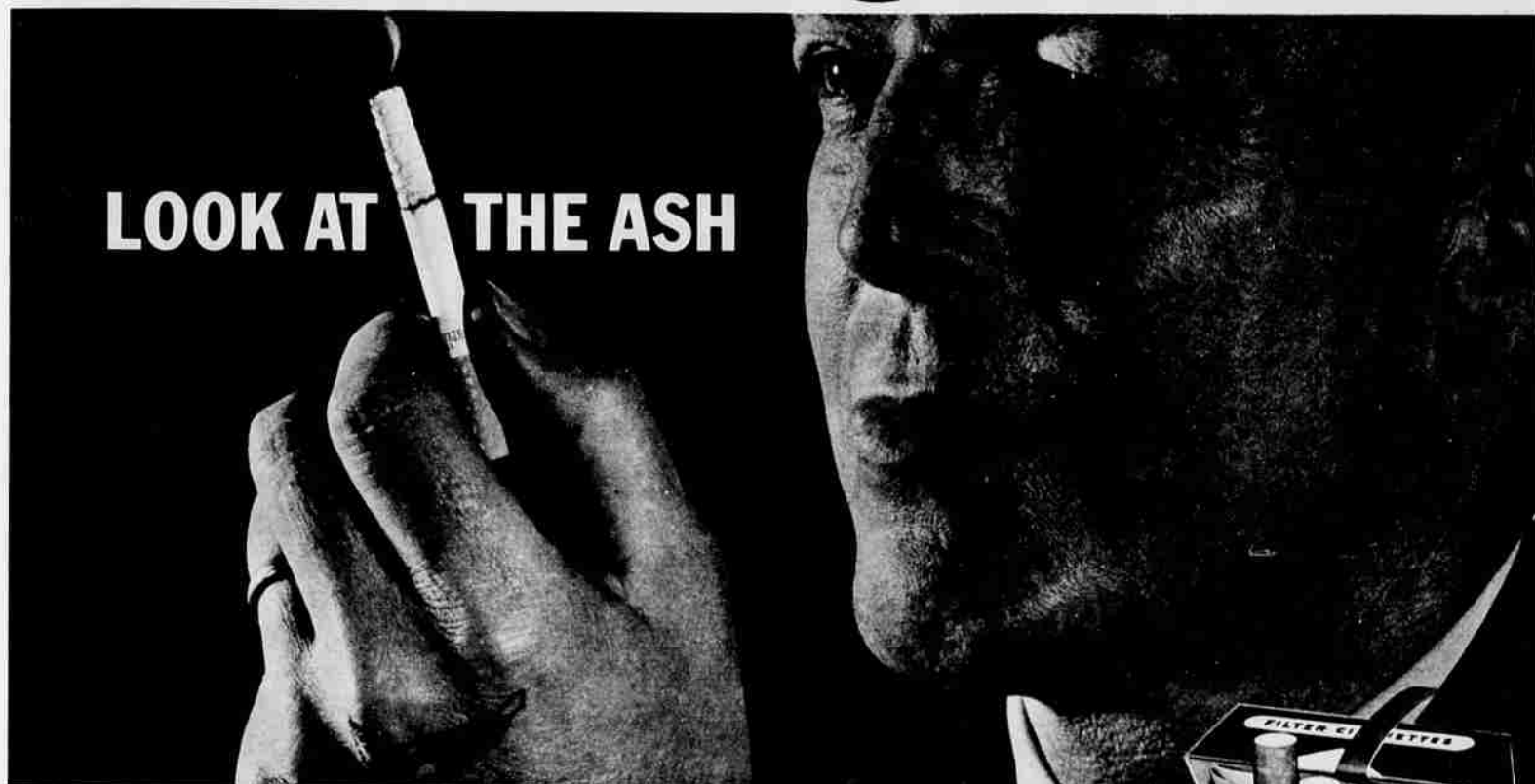


New way to judge a filter cigarette!



Marlboro's long white ash is evidence of
Quality Tobaccos... Extra Mildness!



This unretouched photo shows the pure white cellulose acetate (the modern effective filter material for cigarettes) in just one Marlboro exclusive Selectate Filter. As you can see, Marlboro isn't stingy with it.

To experienced tobacco men, a long white ash has always been a sign of good tobacco.

Mild-burning Marlboro combines a prized recipe (created in Richmond,

Virginia) of the world's great tobaccos with a modern cellulose acetate filter of consistent dependability.

You get big friendly flavor with all the mildness a man could ask for.

Marlboro

YOU GET A LOT TO LIKE—FILTER • FLAVOR • FLIP-TOP BOX



Sturdiest box of all
—with the exclusive self-starter