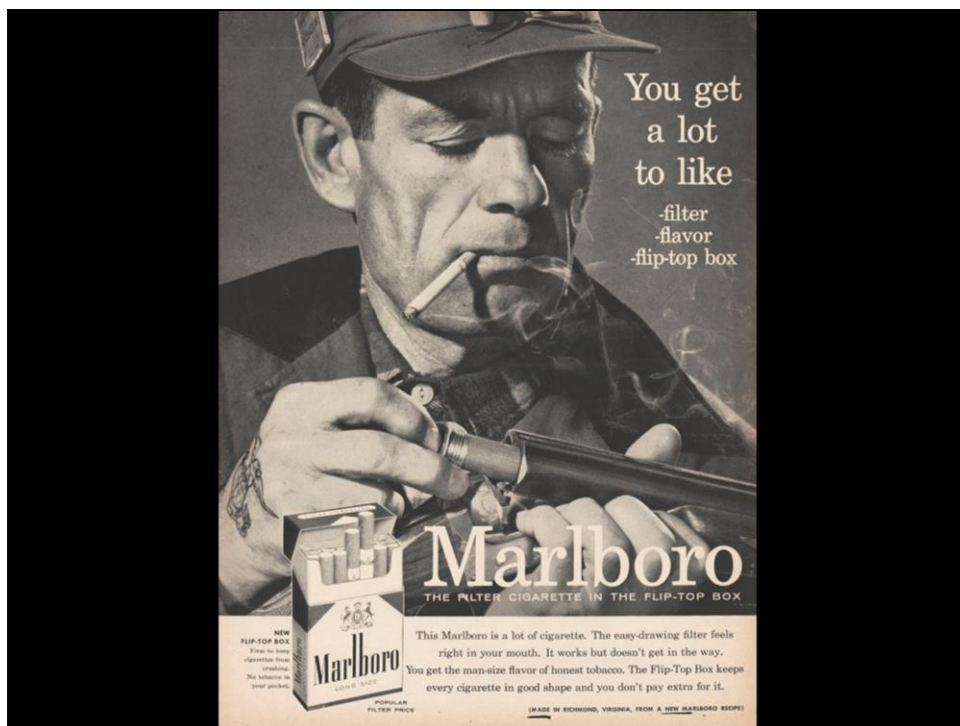
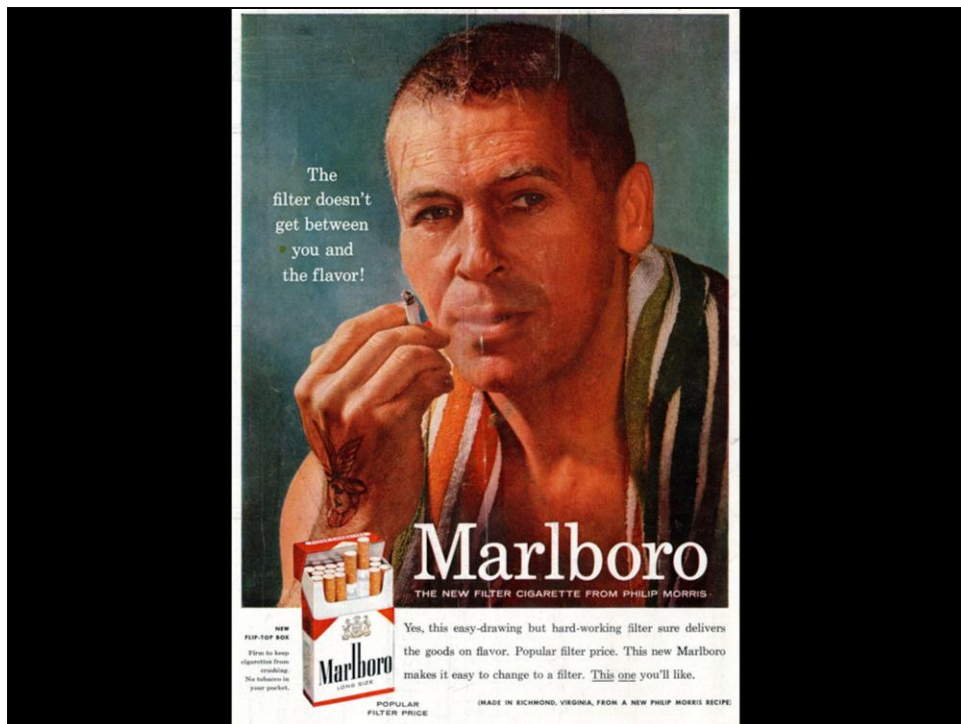




1958





New improved Marlboro filter



NOW IN
SOFT
PACK
TOO!

*Marked improvement in Marlboro filter
does not disturb famous Marlboro flavor*

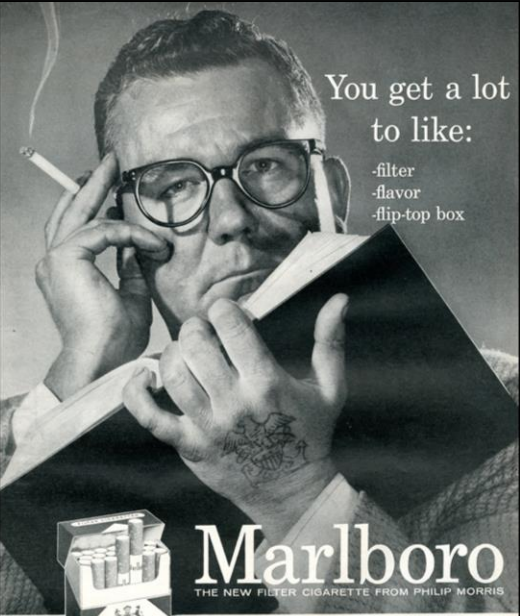
Improved filter, plus a significant breakthrough in cigarette engineering, places Marlboro among the leading filter cigarettes in mild smoke delivery. And the latest published information from impartial outside sources, reports Marlboro's position.

You get a better filter, softer smoke, great as ever.



1958 May 27





You get a lot
to like:

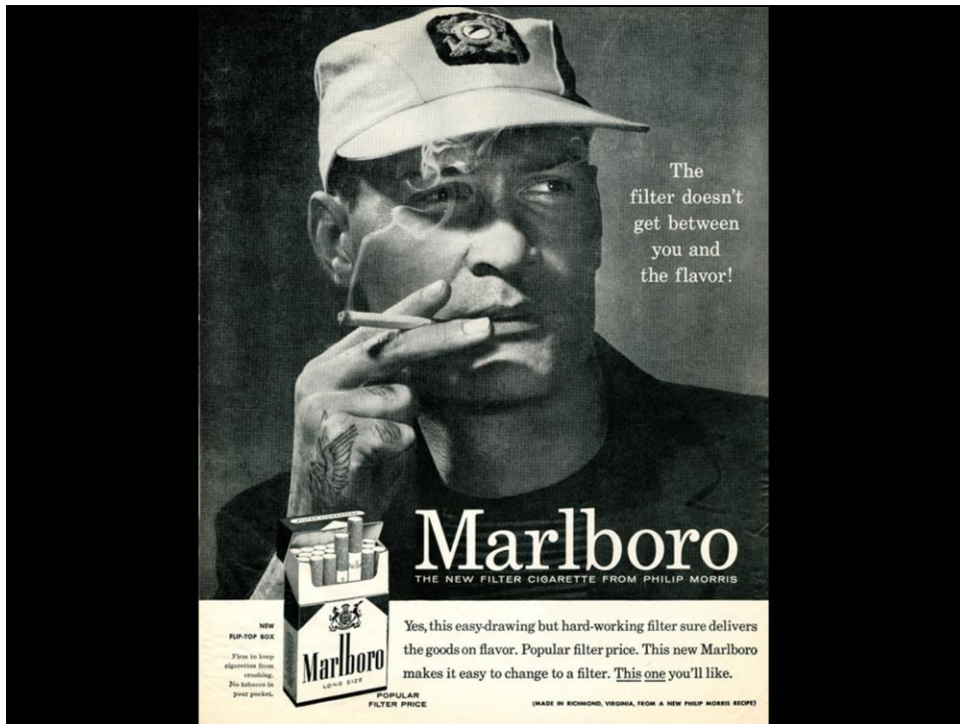
- filter
- flavor
- flip-top box

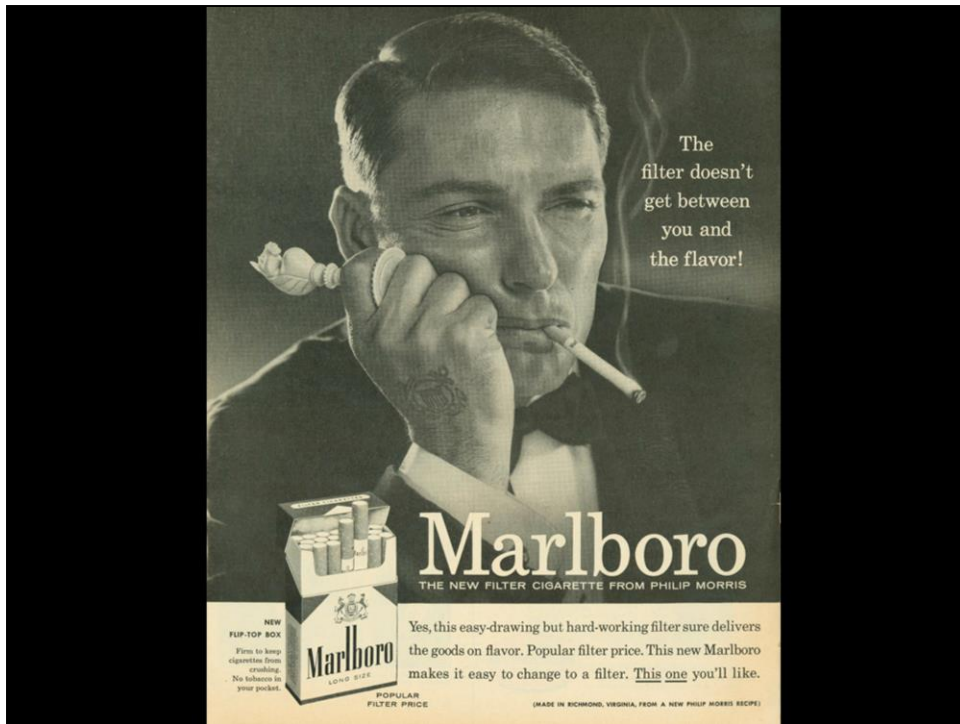
Marlboro
THE NEW FILTER CIGARETTE FROM PHILIP MORRIS

**NEW
FLIP-TOP BOX.**
Flips to keep
cigarettes from
crumbling.
No fashions in
your pocket.

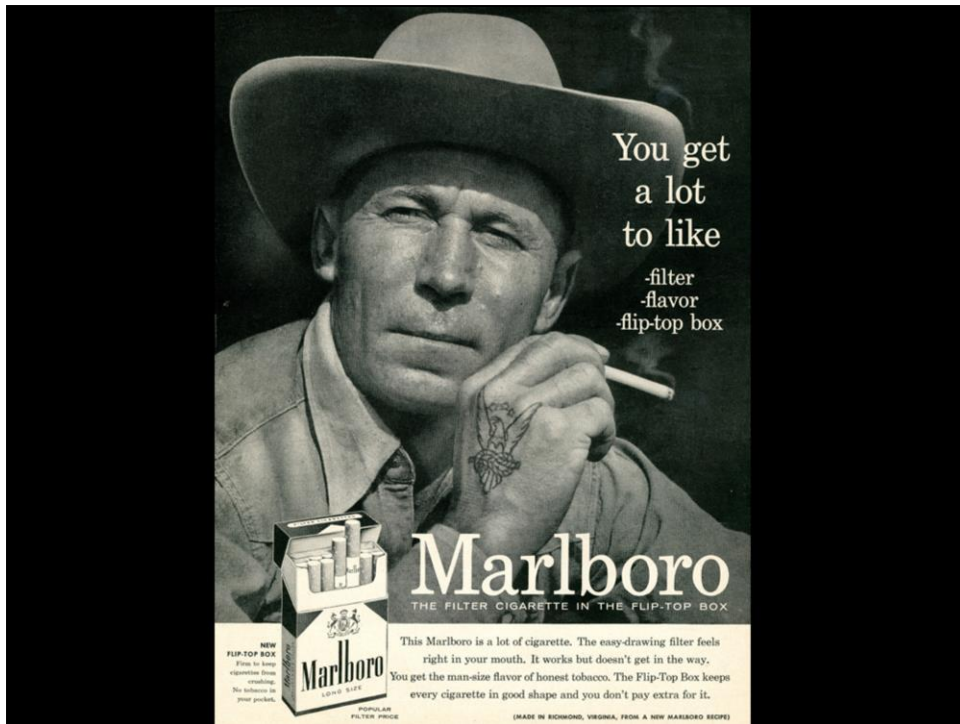
Thank a new recipe for the man-size flavor.
It comes full through the filter with an easy draw.
Thank the Flip-Top Box for the neatest cigarette package
you ever put in your pocket or purse. Popular filter price.

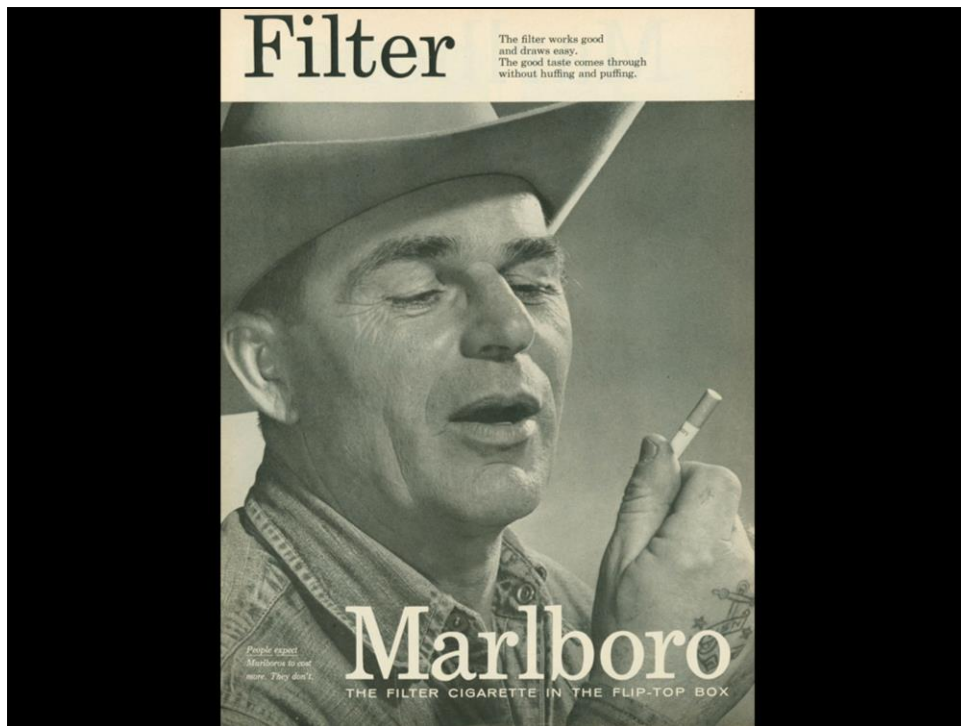
(MADE IN RICHMOND, VIRGINIA, FROM A NEW PHILIP MORRIS RECIPE)



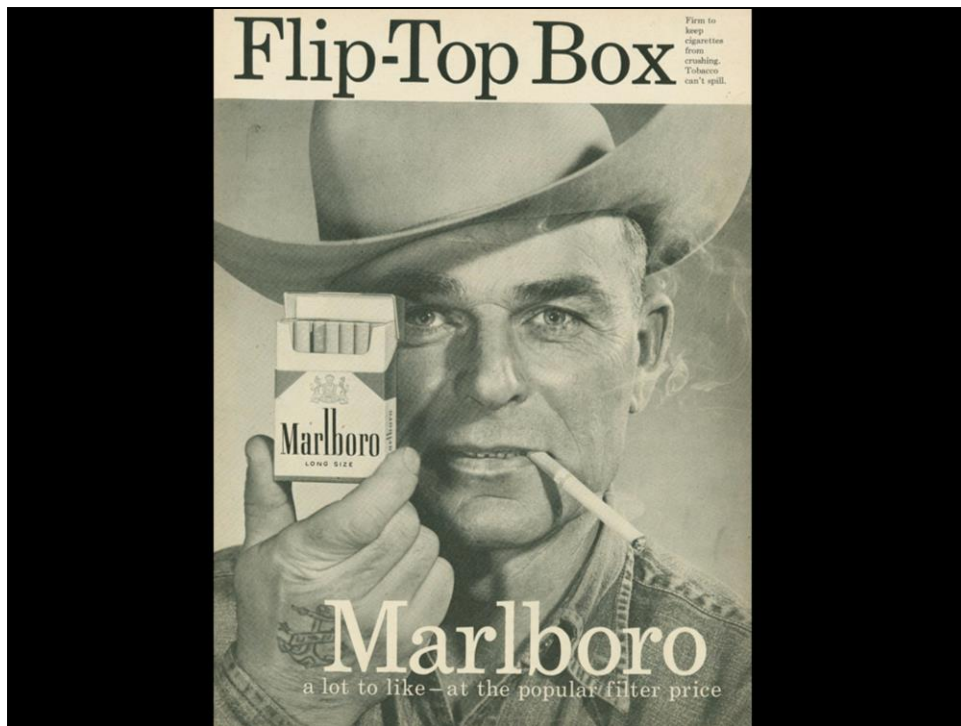


1958

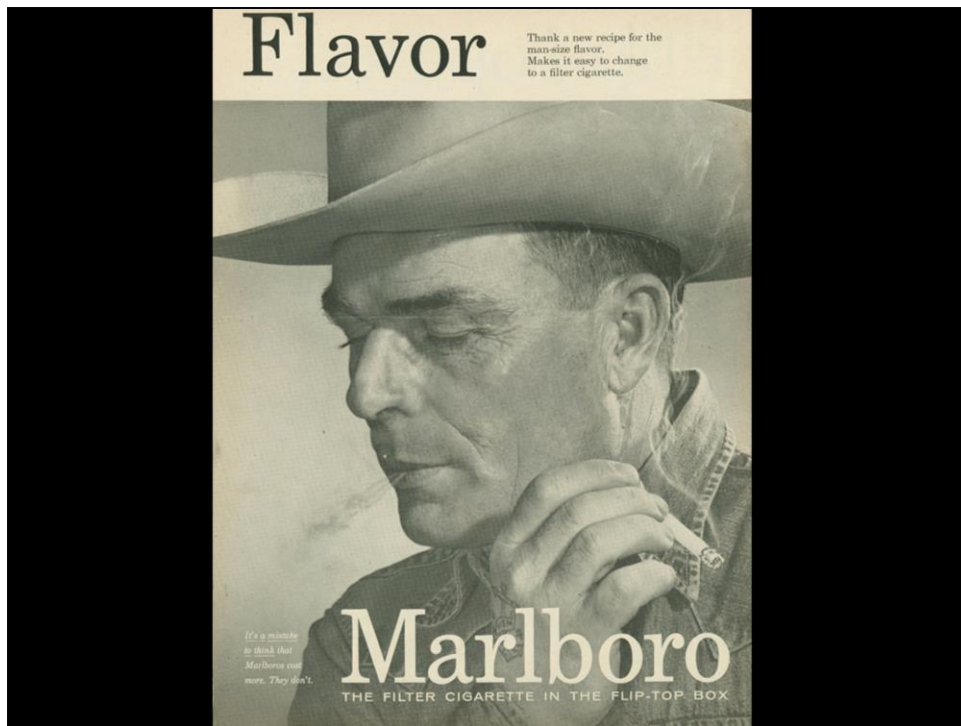




1958



1958



1958

New improved Marlboro filter



NOW IN
SOFT
PACK
TOO!

*Marked improvement in Marlboro filter
does not disturb famous Marlboro flavor*

Improved filter, plus a significant break-through in cigarette engineering, places Marlboro among the leading filter cigarettes in mild smoke delivery. Now Marlboro gives you more to like than ever—Filter, Flavor, Pack or Box.

Marlboro



You get
a lot
to like

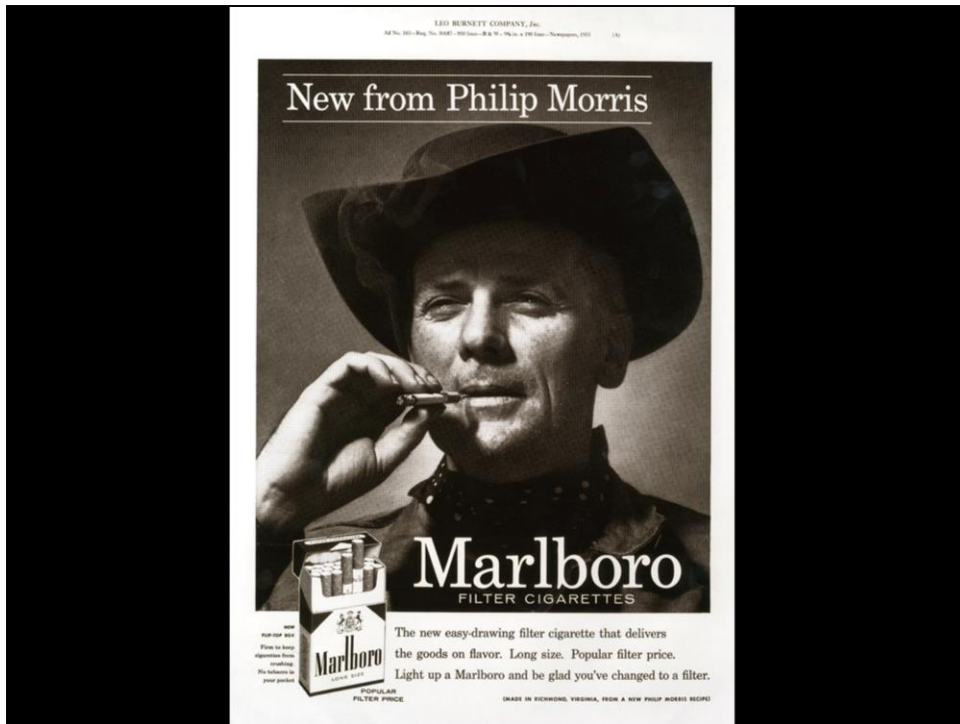
- filter
- flavor
- flip-top box

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

POPULAR
FILTER PRICE

NEW
FLIP-TOP BOX
Specially to keep
cigarettes
from drawing.
No tobacco in
your pocket.
Flip to date.



1955

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, Copyright © 1965, is the modern alternative filter designed for cigarette smokers. This unattached filter allows the cigarette to burn at the tip, the exclusive Indestructible Filter.

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

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



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

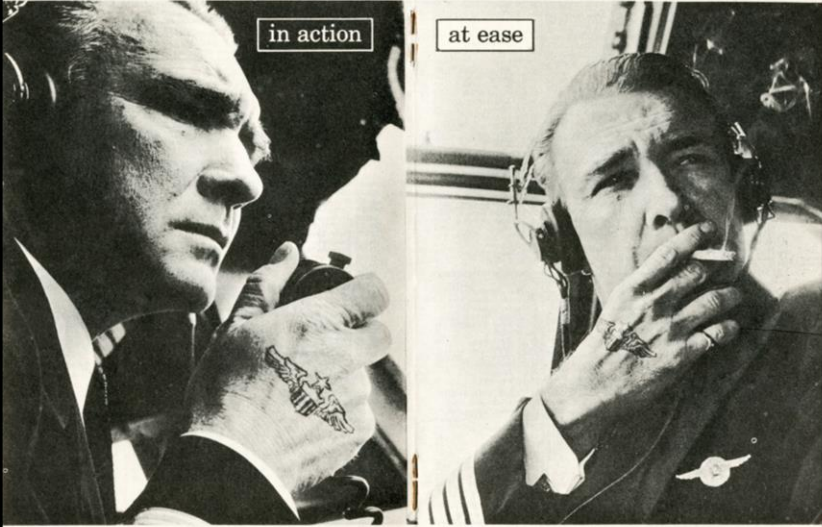








The Marlboro Man



in action at ease

A lot of man a lot of cigarette
You get a lot to like—filter, flavor, flip-top box. Popular filter price



1958



1958

Better "makin's"

...more flavor
...more filter
...more cigarette



The cigarette designed for men that women like

The secret is in the Marlboro recipe
It was created in Richmond, Virginia, from fine, mild tobaccos specially blended—then carefully processed for filter smoking. This recipe, teamed up with Marlboro's improved filter, gives you a generous helping of flavor in a smoke of surprising mildness.

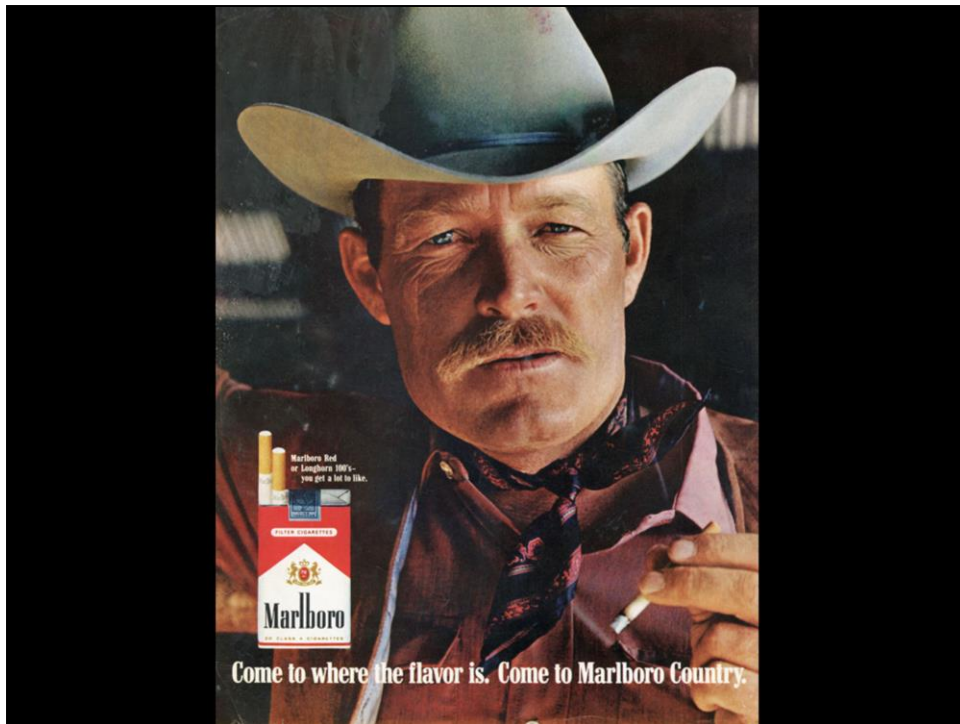
You can tell today's Marlboro by the new gold crest on the package.

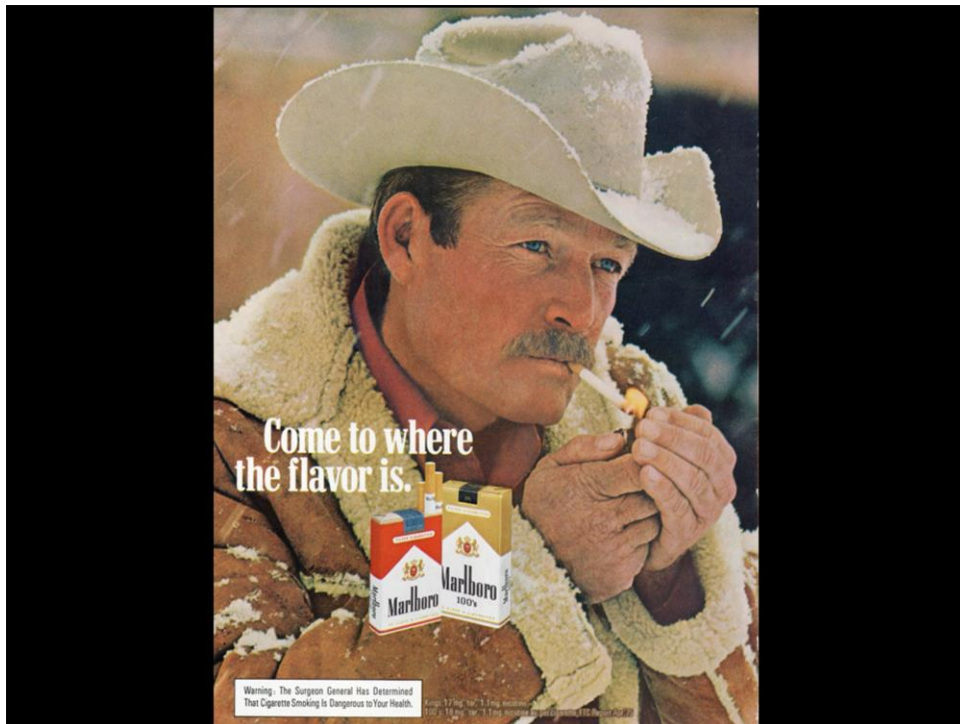
A lot to like:
flavor, filter,
pack or box

1958

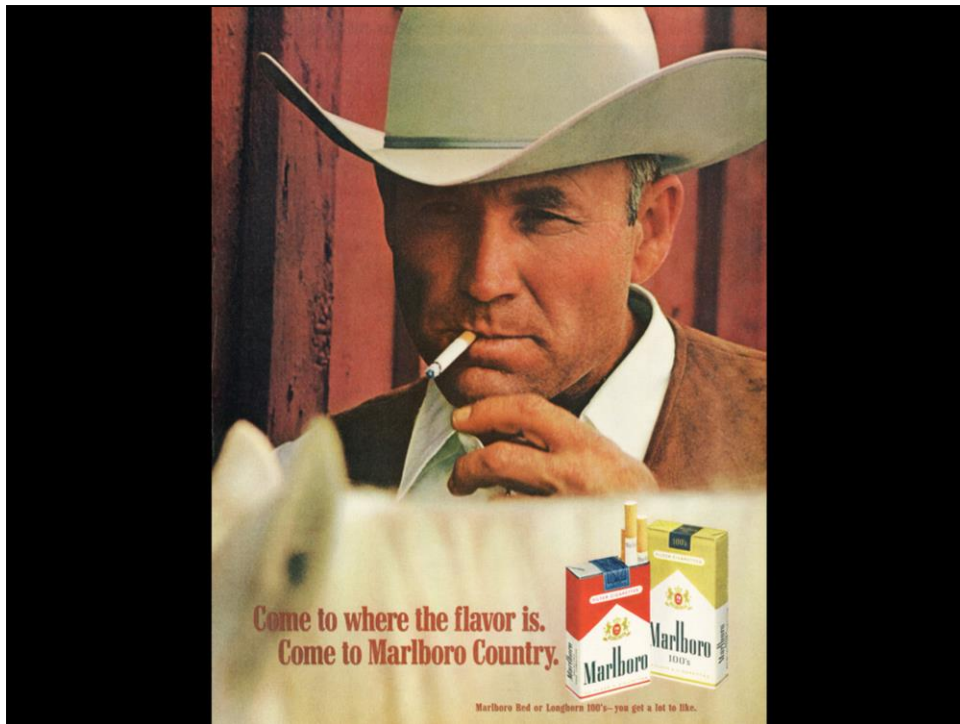


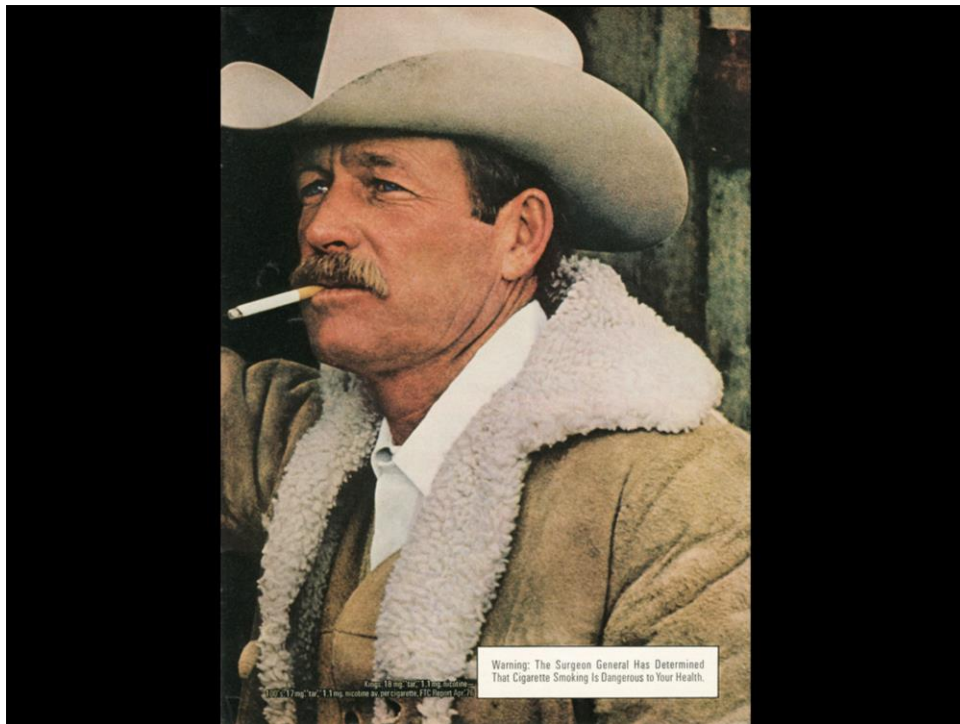
1958

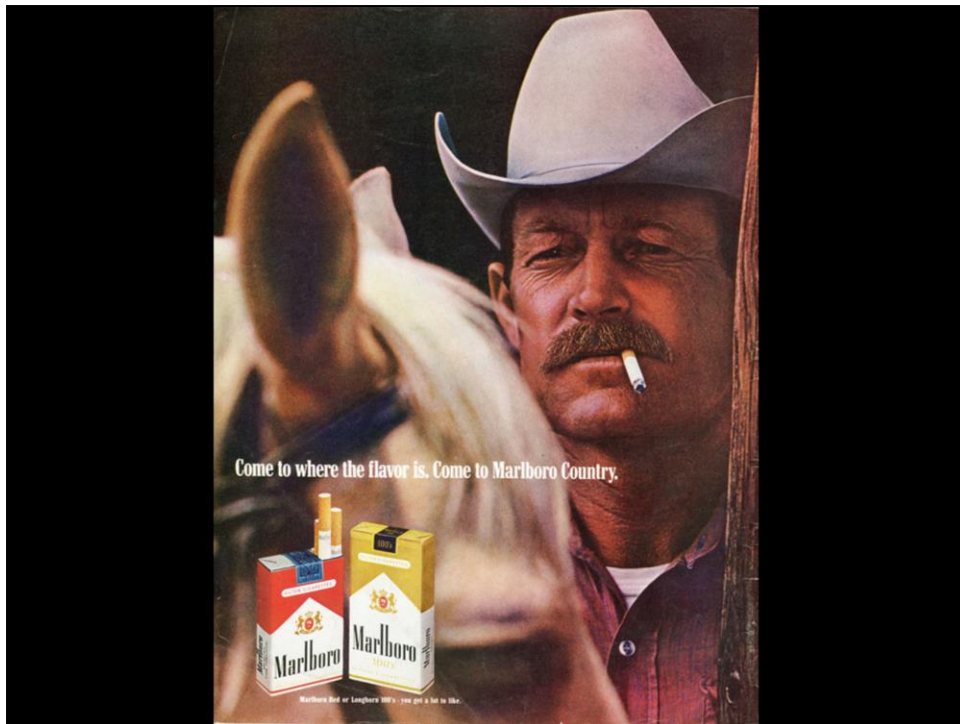


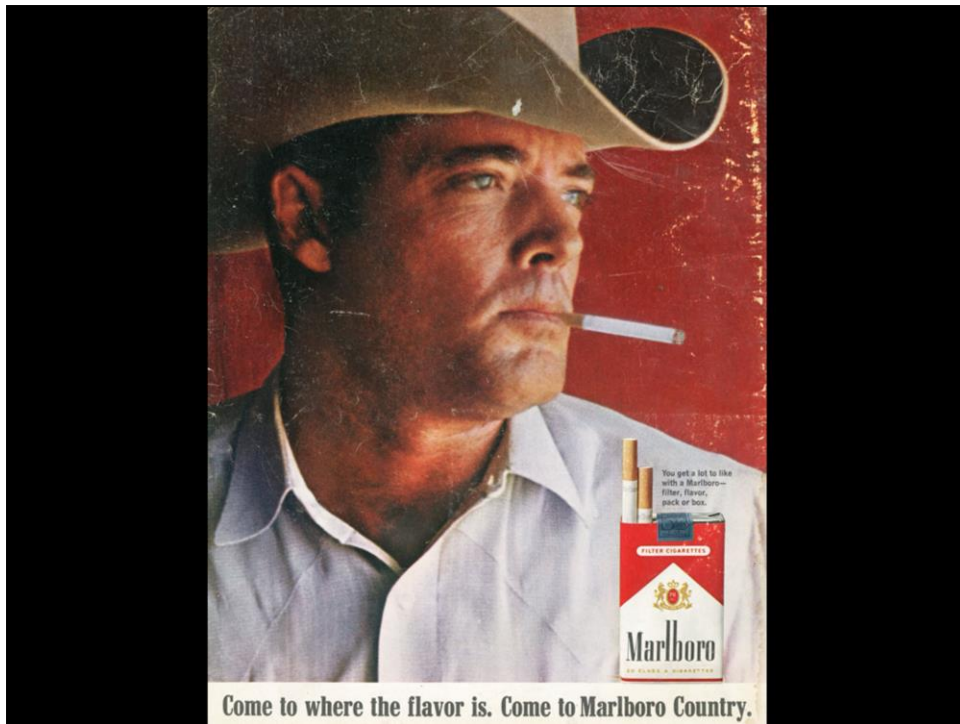


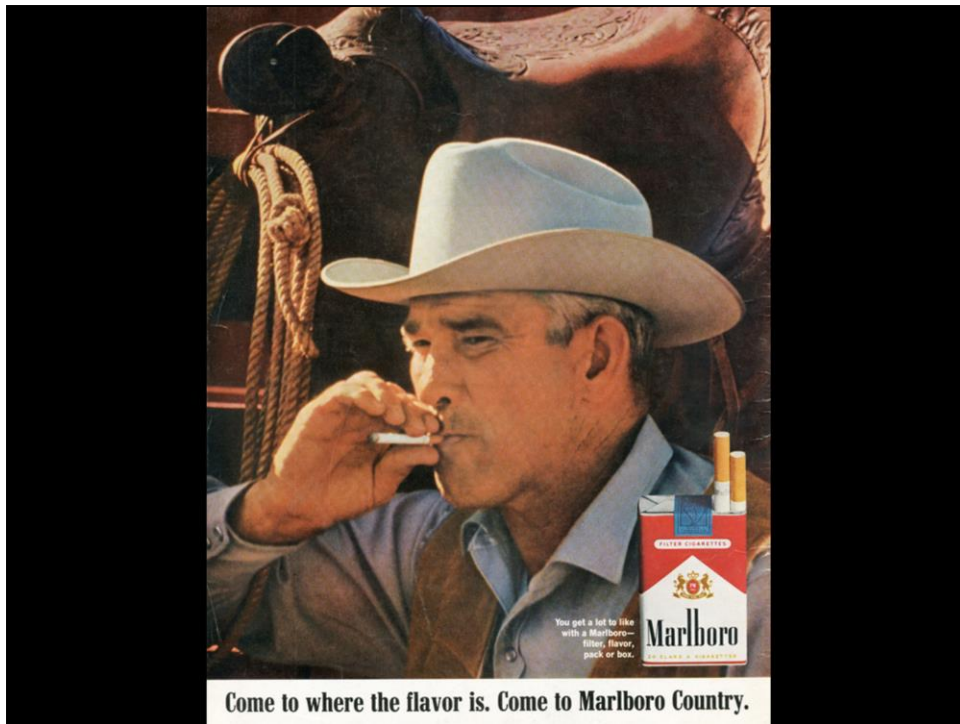


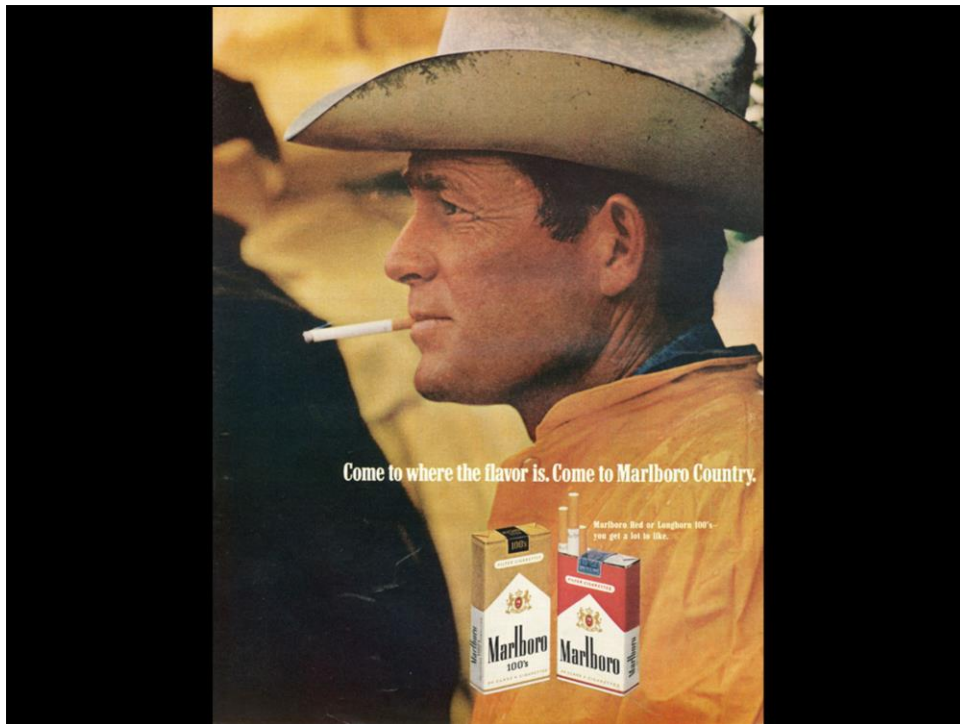




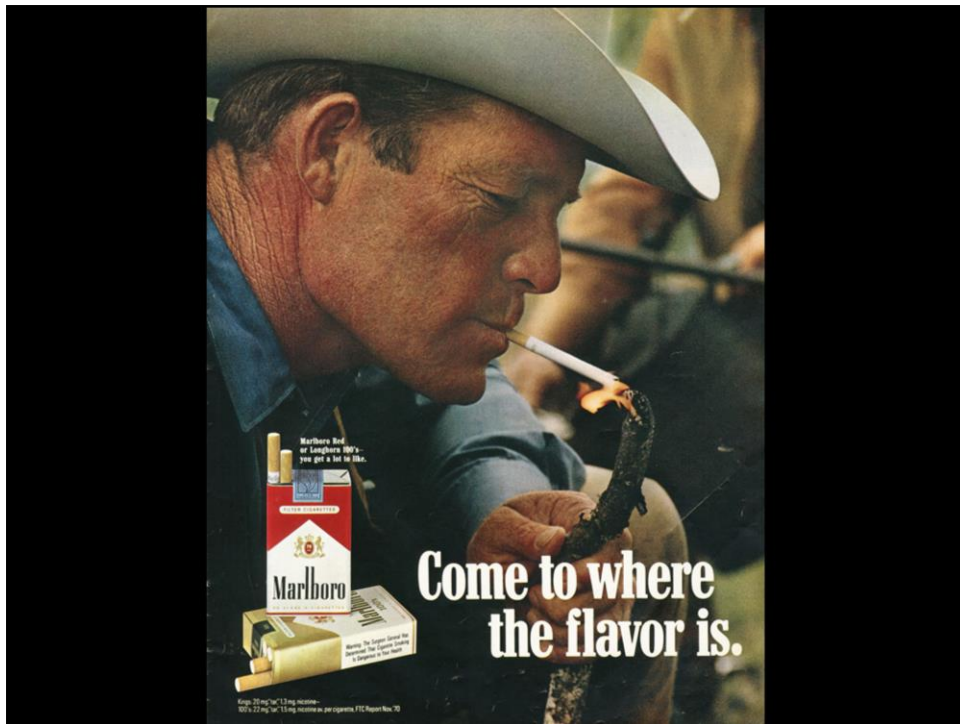










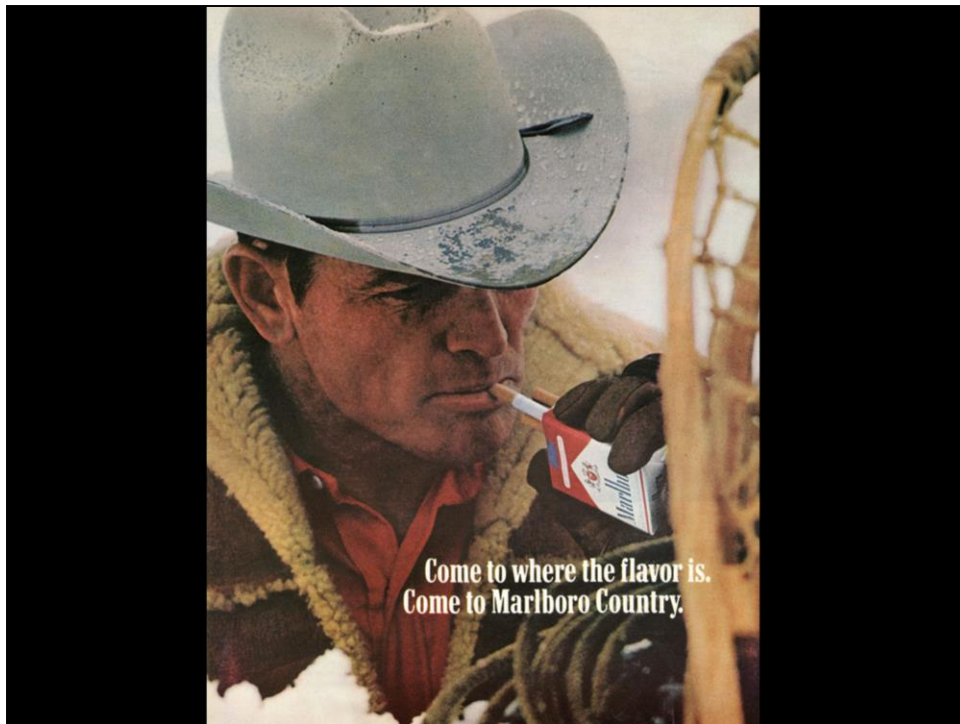




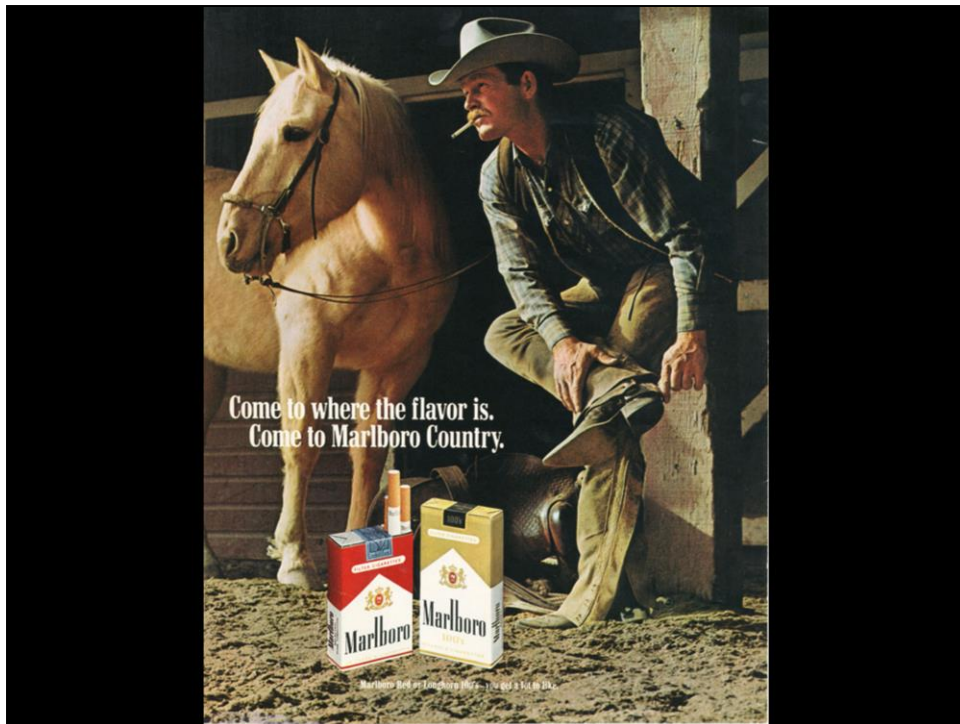


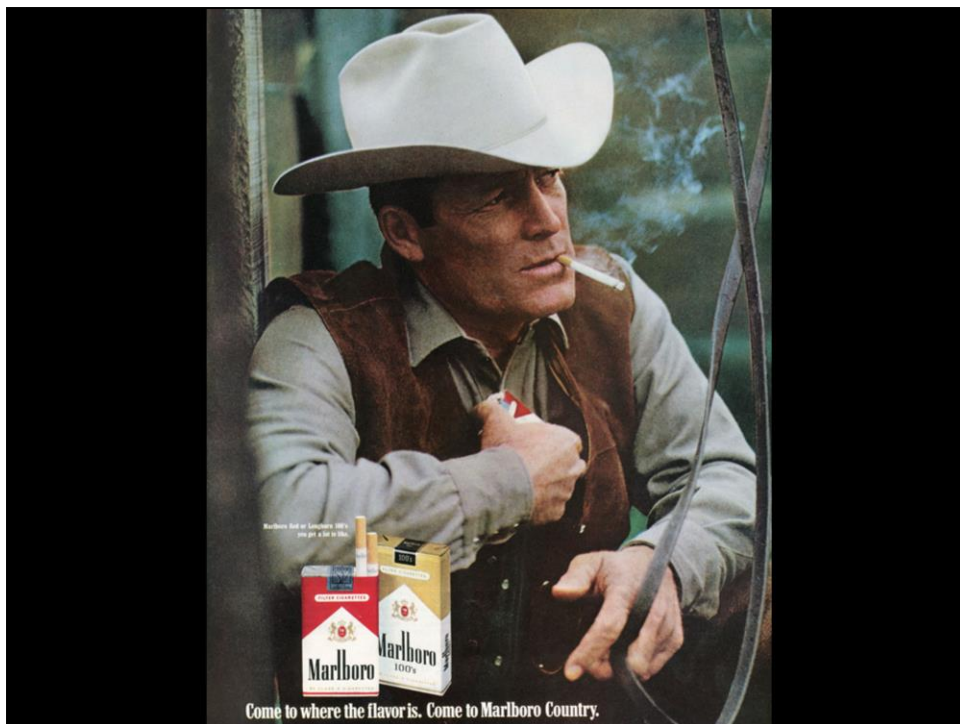






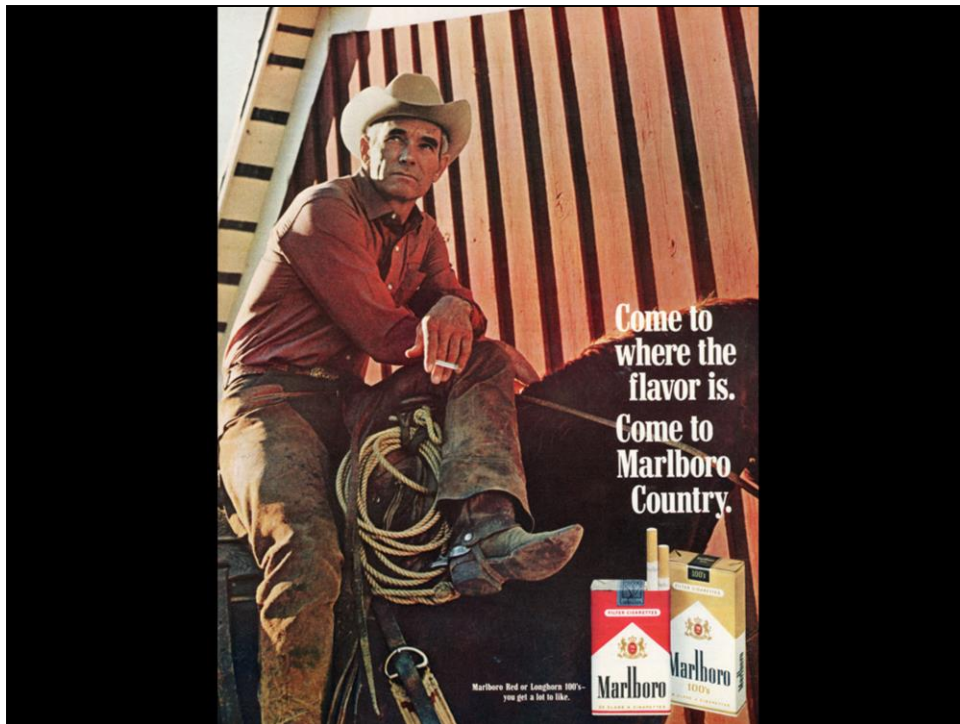


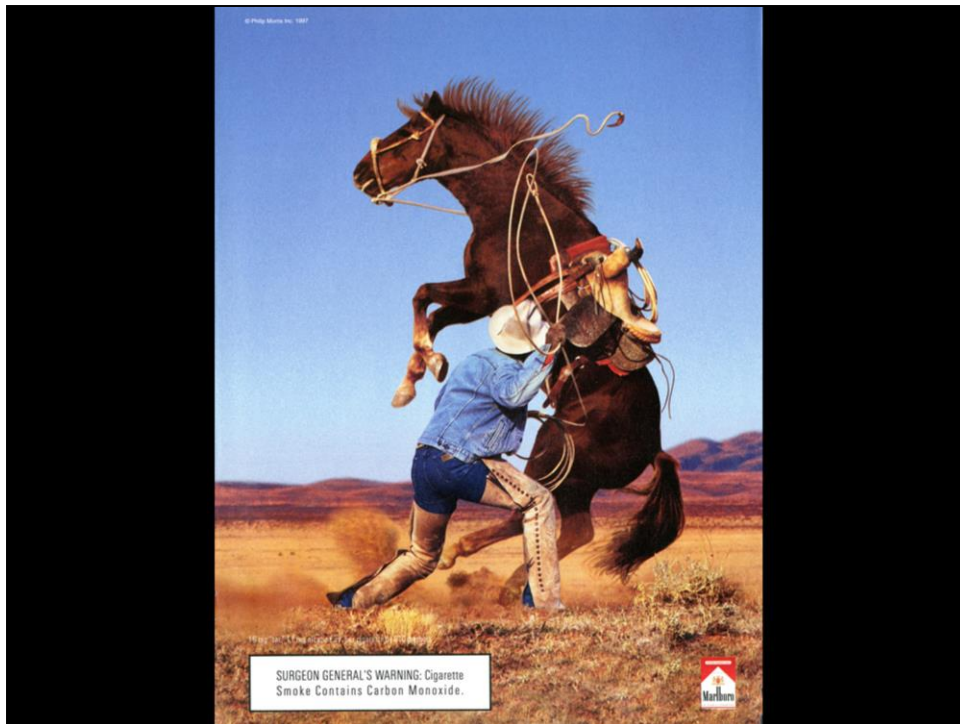


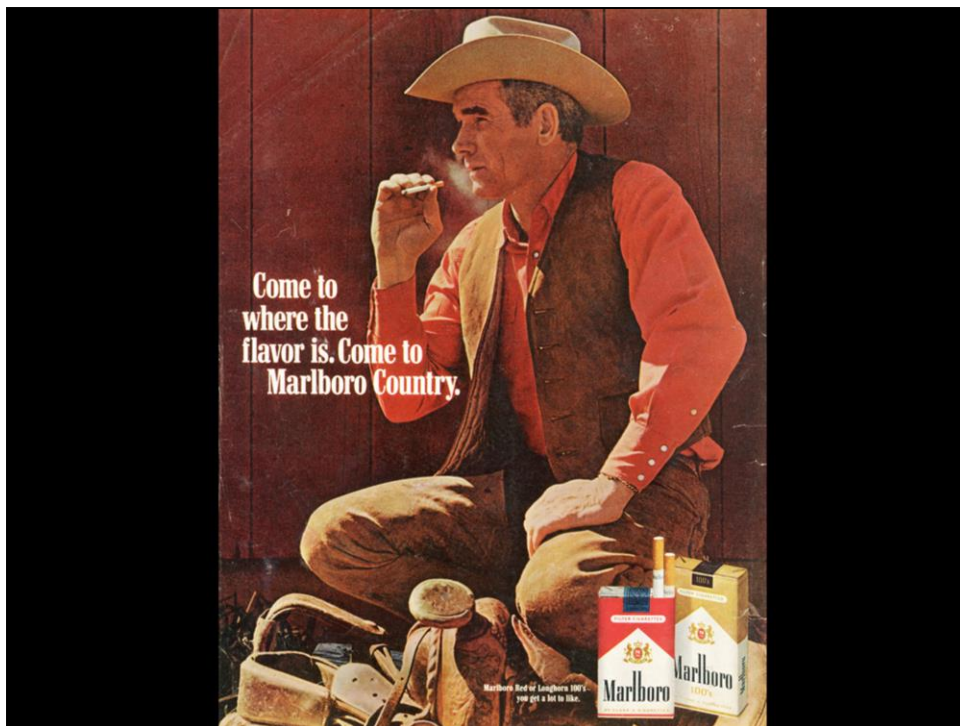








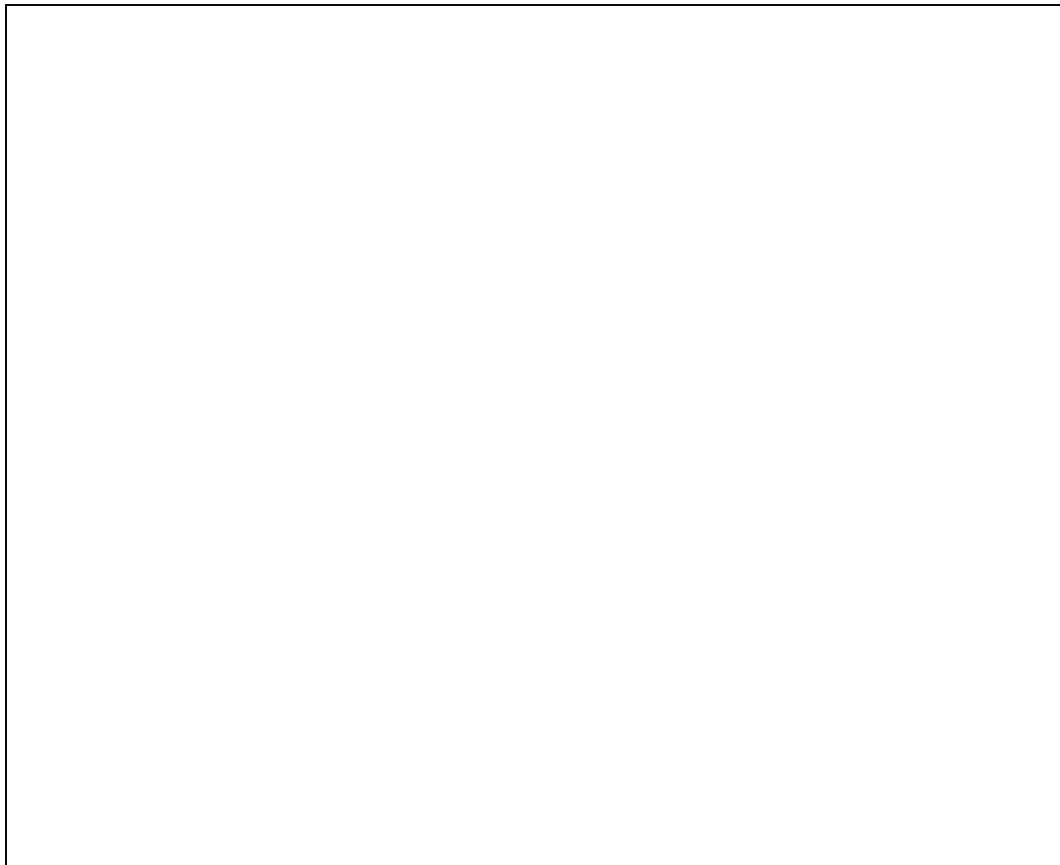








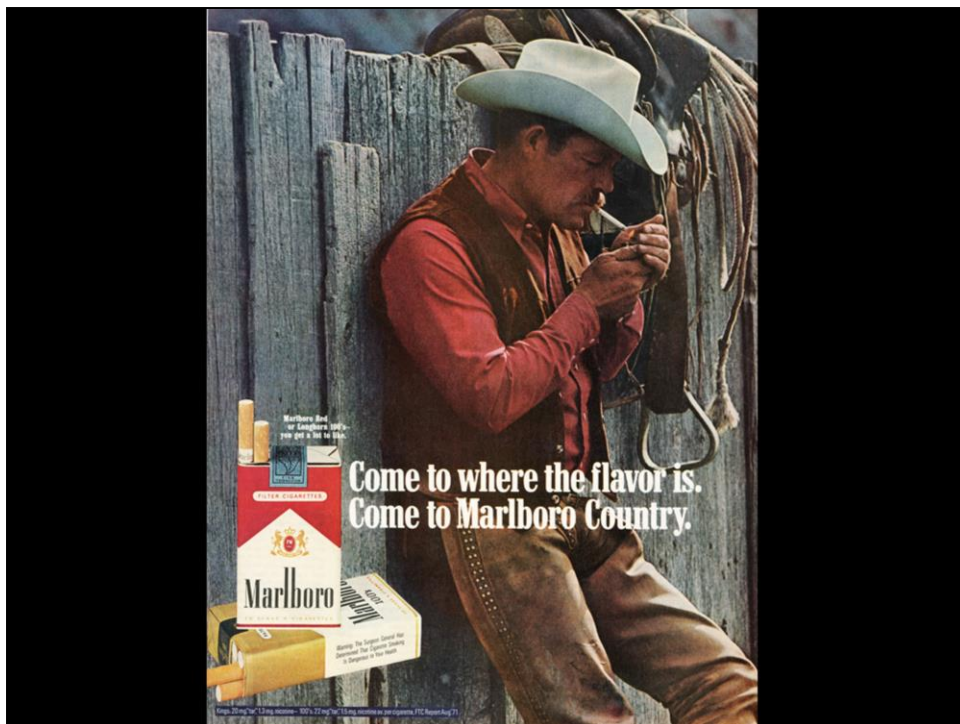
















Why don't you settle back and
have a full-flavored smoke?

try
Marlboro

—the filter cigarette with
the unfiltered taste

If you think flavor went out when filters came in, you've got another smoke coming. Make it Marlboro. This one delivers the goods on flavor. Always has. That famous Marlboro Filter-Flavor recipe gives a man a lot of flavor to draw on—and mighty easy drawing it is.

Sort of nice to know a cigarette so good can be so comfortable to smoke through Marlboro's exclusive Selectrate filter. Make yourself comfortable—have a Marlboro.

KING-SIZE SOFT PACK
or Flip-Top Box

You get a lot to like with a Marlboro



Why don't you settle back with a

Marlboro

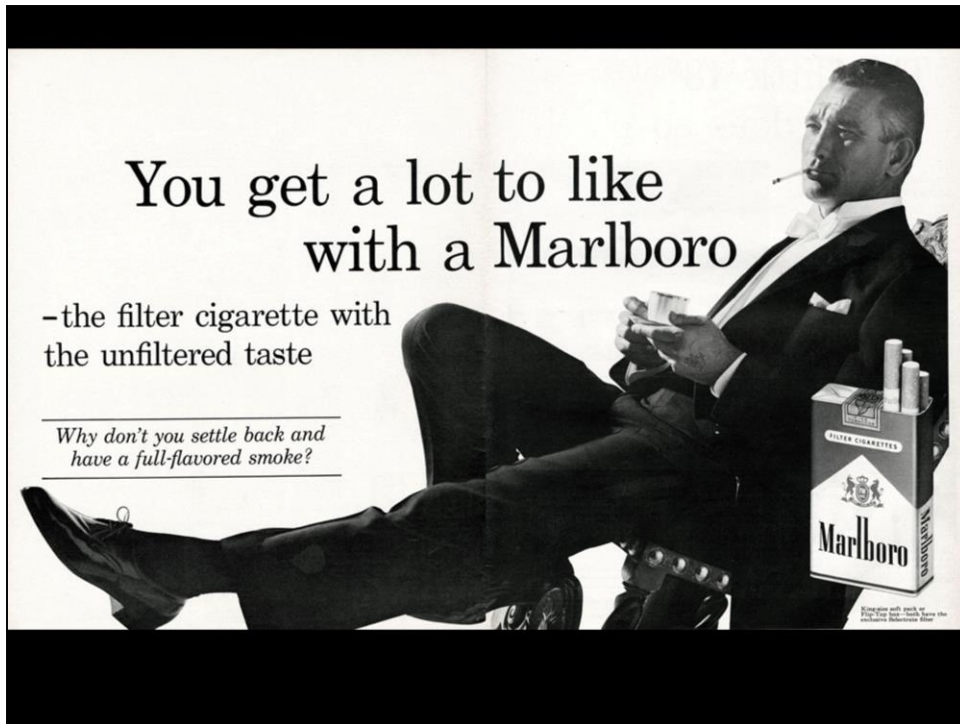
the filter cigarette
with the unfiltered taste

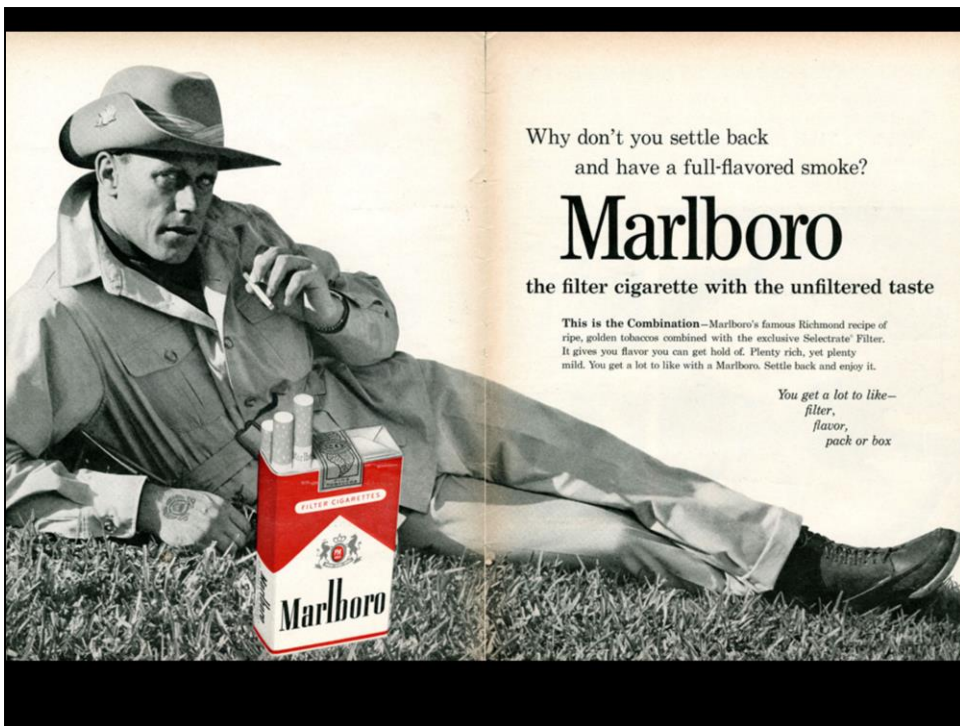
It takes mighty good makin's to give you unfiltered taste in a filter cigarette. That's the flavor you get in the famous Marlboro recipe from Richmond, Virginia. Plenty rich, plenty mild through the pure white Selectrate filter.

*You get a lot to like—
filter, flavor,
pack or box*

**MIGHTY
GOOD
MAKIN'S**
King-size pack
or Flip-Top box

Marlboro





Why don't you settle back
and have a full-flavored smoke?

Marlboro

the filter cigarette with the unfiltered taste

This is the Combination—Marlboro's famous Richmond recipe of ripe, golden tobaccos combined with the exclusive Selectrate® Filter. It gives you flavor you can get hold of. Plenty rich, yet plenty mild. You get a lot to like with a Marlboro. Settle back and enjoy it.

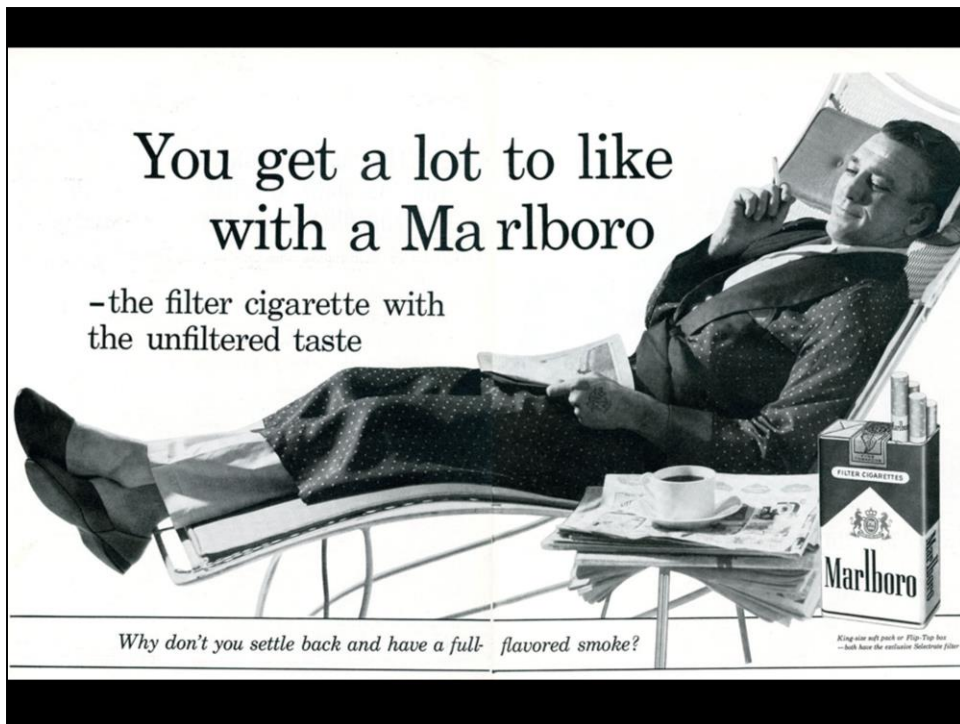
*You get a lot to like—
filter,
flavor,
pack or box*

You get a lot to like
with a Marlboro

-the filter cigarette with
the unfiltered taste

Why don't you settle back and have a full- flavored smoke?

King size soft pack or Flip-Top box
-- both have the exclusive Silverman filter



Where there's a Man... there's a Marlboro

The cigarette designed just for men that women like.

The man who smokes Marlboro knows that confidence comes in many guises. His is the confidence of a man who knows the great taste of a Marlboro cigarette is not just a taste, but a feeling. A feeling of confidence and a mildness that is just what a man needs.

The man who knows Marlboro knows that confidence comes in many guises. His is the confidence of a man who knows the great taste of a Marlboro cigarette is not just a taste, but a feeling. A feeling of confidence and a mildness that is just what a man needs.

Mild-burning Marlboro combines a prized recipe (created in Richmond, Virginia) of the world's great tobaccos with a 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

Marlboro is a registered trademark of B&W T Co. © 1971



