

LEO BURNETT COMPANY, Inc.

Ad No. 1092—Reg. No. 35133—1 Page—B&W—10x12 1/2 in.—Sunday, March 6, 1960 (A)

1092—"Slouching Cowboy"

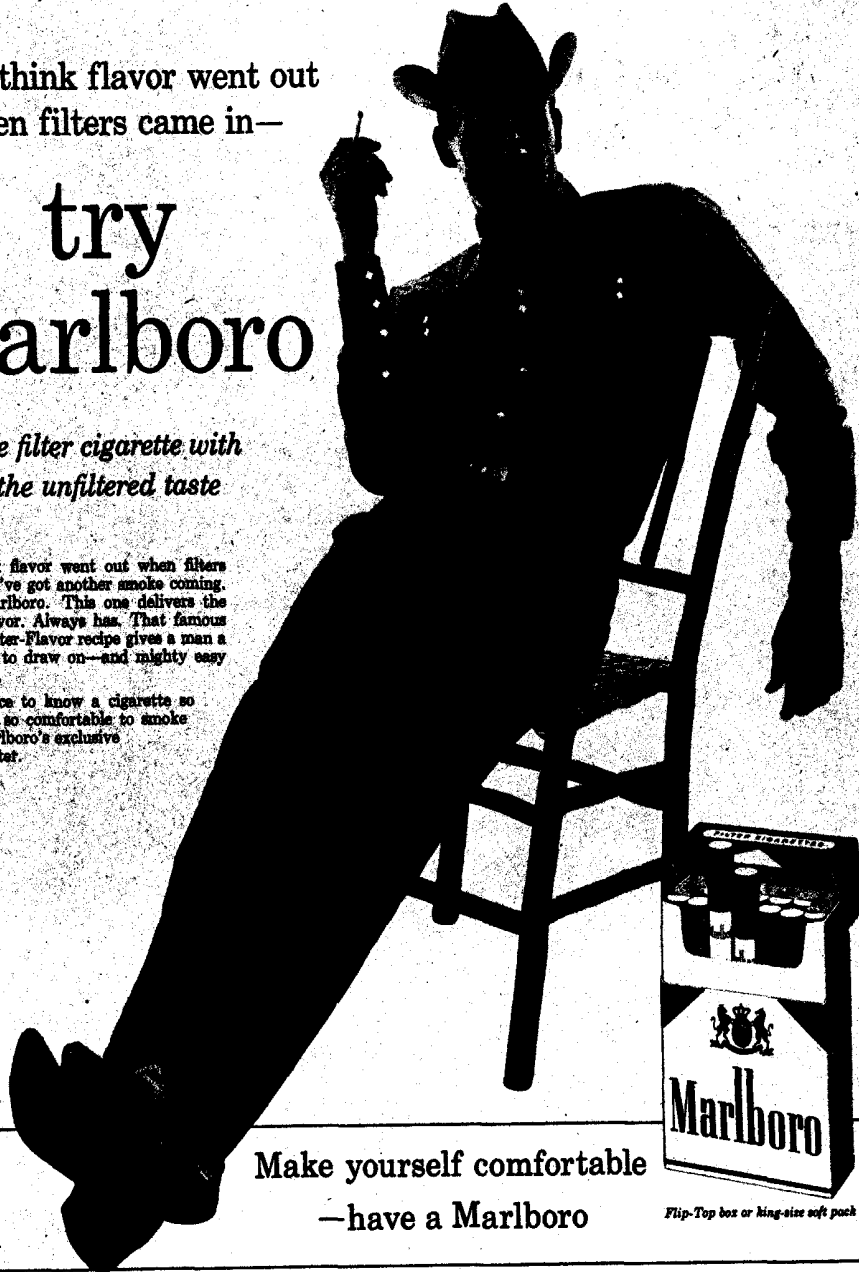
If you think flavor went out
when filters came in—

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

Flip-Top box or king-size soft pack



2061001687