



Marlboro.

campus favorite in all 50 states!

*...It's a top seller at colleges from U.S.C. to Yale
...and 1st in the Flip-Top box in every single state*

If you think you're seeing more Marlboro men lately, you're right. More than 25,000 smokers all over the country are switching to Marlboro every month!

You'll know why when you try them.

Marlboro is the filter cigarette with the unfiltered taste. The secret of the flavor is the famous Marlboro recipe from Richmond, Virginia... and the pure white Selectrate filter that goes with it.

Try Marlboro and judge for yourself. On or off campus, you get a lot to like.



Flip-Top box or King-size pack