

THEY SAID IT COULDN'T BE DONE—*BUT HERE IT IS!*



"Couldn't be done, couldn't be done." They said nobody could produce an automobile that everybody could afford. But Henry Ford built the first MODEL "T" in 1908 . . . and put America on wheels.

PUFF BY PUFF

TODAY'S L&M

GIVES YOU

Less tars & More taste

Such an improved filter and more taste! They said it couldn't be done but L&M did it. Today's L&M combines the two essentials of modern smoking enjoyment — less tars and more taste. L&M's filtering process (U.S. Patent No. 2805671) enables L&M to give you less tars in the smoke than ever before.

The secret of more taste is in L&M's tobaccos — the clean, rich taste of the Southland's finest cigarette tobaccos. The best tasting smoke you'll ever find.

Light into that **Live Modern** flavor | change to modern **L&M**

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