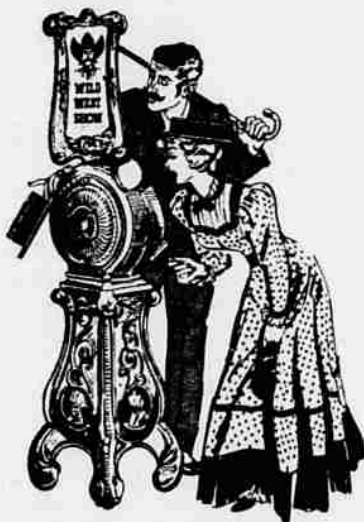


THEY SAID IT COULDN'T BE DONE—*BUT HERE IT IS!*



"Couldn't be done, couldn't be done." Nobody dreamed 50 million people would ever watch a "Western" in their own homes on the same night. But that's how many watch GUNSMOKE, TV's No. 1 show, Saturdays on CBS-TV.

**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 patented\* filtering process enables today's 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.



\*ONLY L&M HAS U. S. PATENT NUMBER on every pack and box. This patent (No. 2,805,671) covers L&M's exclusive process that electrostatically adds extra filtering fibers.

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