

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



"Couldn't be done, couldn't be done." They called young Edison "a dreamer" but in 1879 he perfected the first practicable incandescent lamp, and the electrical age had dawned.

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 Modern flavor** | change to modern **L&M**