

♪ They said it couldn't
 ♪ be done... ♪
 They said nobody
 could do it...
 but —

L&M is
Low
 in tar

with
More
taste to it

Don't settle for one without the other!



"L&M is kindest to your taste because L&M combines the two
 essentials of modern smoking," says TV's Jack Lescoulie.

LOW TAR: L&M's patented filtering process adds extra filter fibers electrostatically, crosswise to the stream of smoke... makes L&M truly *low* in tar.

MORE TASTE: L&M's rich mixture of slow-burning tobaccos brings you *more* exciting taste than any other cigarette.

LIVE MODERN — CHANGE TO MODERN L&M



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