

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," says James Arness. "There are two good reasons why I know you'll like 'em. They're truly *low* in tar, with *more* exciting taste than you'll find in any other cigarette."

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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