

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

JIMMIE RODGERS, popular recording star, with his wife, Colleen. Jimmie is the newest member of L&M's TV family, with his own show on NBC Tuesday nights.



**Don't settle for one without the other**

THE MIRACLE TIP

**L&M**  
FILTERS

LIGGETT & MYERS TOBACCO CO.

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**"L&M is kindest to your taste,"** adds Jim Arness. Both Jims agree, there are *two* good reasons why you'll like L&M's. They are truly *low* in tar, with *more* exciting taste than you'll find in any other cigarette.

**LOW IN 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**

