

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

Change to L&M and get 'em both!

THE MIRACLE TIP

L&M
FILTERS

LIGGETT & MYERS TOBACCO CO.

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"L&M is kindest to your taste," says James Arness. "If you are one of those people who said *it couldn't be done* . . . who couldn't believe a filter cigarette could deliver full, rich, exciting taste — then L&M is for you!"

MORE TASTE: You get more taste from L&M's rich mixture of slow-burning tobaccos — which means you get more smoking enjoyment all day long.

LOW IN TAR: You have the satisfaction of knowing L&M is truly low in tar. Don't settle for *one* without the *other*! **LIVE MODERN...CHANGE TO MODERN L&M**