

New 1960 L&M brings you taste...more taste...

# More taste by far... yet low in tar!

New, free-flowing Miracle Tip  
unlocks natural tobacco flavor!

That's why L&M can blend fine tobaccos  
not to suit a filter...but to suit your taste!

Only the 1960 L&M ■ Frees up flavor  
other filters squeeze in! ■ Checks tars without  
choking taste! ■ Gives you the full, exciting  
flavor of the world's finest, naturally mild tobaccos!

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"L&M has done  
it again!"

More  
taste  
by  
far



More taste by far...yet low in tar...And they said "It couldn't be done!"