

BE DONE *~ BUT HERE IT IS!*

**PUFF BY PUFF
TODAY'S L&M
GIVES YOU**

Less tars & More taste

They said it couldn't be done... a cigarette with such an improved filter... with such *exciting* taste. But L&M did it! L&M's patented filtering process electrostatically places extra filtering fibers crosswise to the stream of smoke... enabling today's L&M to give you - *puff by puff* - less tars in the smoke than ever before. **More taste! L&M gives you more of the clean rich taste** of the Southland's finest cigarette tobaccos... best tasting smoke you'll ever find.



Light into that **Live Modern** flavor | change to modern **L&M**

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