

THEY SAID IT COULDN'T BE DONE—*BUT HERE IT IS!*



"Couldn't be done, couldn't be done." They said nobody could produce an automobile that everybody could afford. But Henry Ford built the first MODEL "T" in 1908 . . . and put America on wheels.

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

# Less tars & More taste

**Such an improved filter and more taste!** They said it couldn't be done but L&M did it. Today's L&M combines the two essentials of modern smoking enjoyment — less tars and more taste. L&M's filtering process (U. S. Patent No. 2805671) enables L&M to give you less tars in the smoke than ever before.

**The secret of more taste** is in L&M's tobaccos — the clean, rich taste of the Southland's finest cigarette tobaccos. The best tasting smoke you'll ever find.

A large black and white photograph of a man and a woman in a vintage car. The woman is in the foreground, smiling and holding a cigarette. The man is next to her, also smiling and holding a cigarette. In the background, other vintage cars are visible on a beach or coastal area. In the bottom right corner of the photograph, there are several packs of L&amp;M cigarettes, including one labeled 'THE MIRACLE TIP' and another labeled 'L&amp;M FILTERS'.

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

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