

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



"Couldn't be done, couldn't be done." Nobody dreamed 50 million people would ever watch a "Western" in their own homes on the same night. But that's how many watch GUNSMOKE, TV's No. 1 show, Saturdays on CBS-TV.

**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 patented* filtering process enables today's 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.



*ONLY L'M HAS U.S. PATENT NUMBER on every pack and box. This patent (No. 2,805,671) covers L'M's exclusive process that electrostatically adds extra filtering fibers.

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