

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



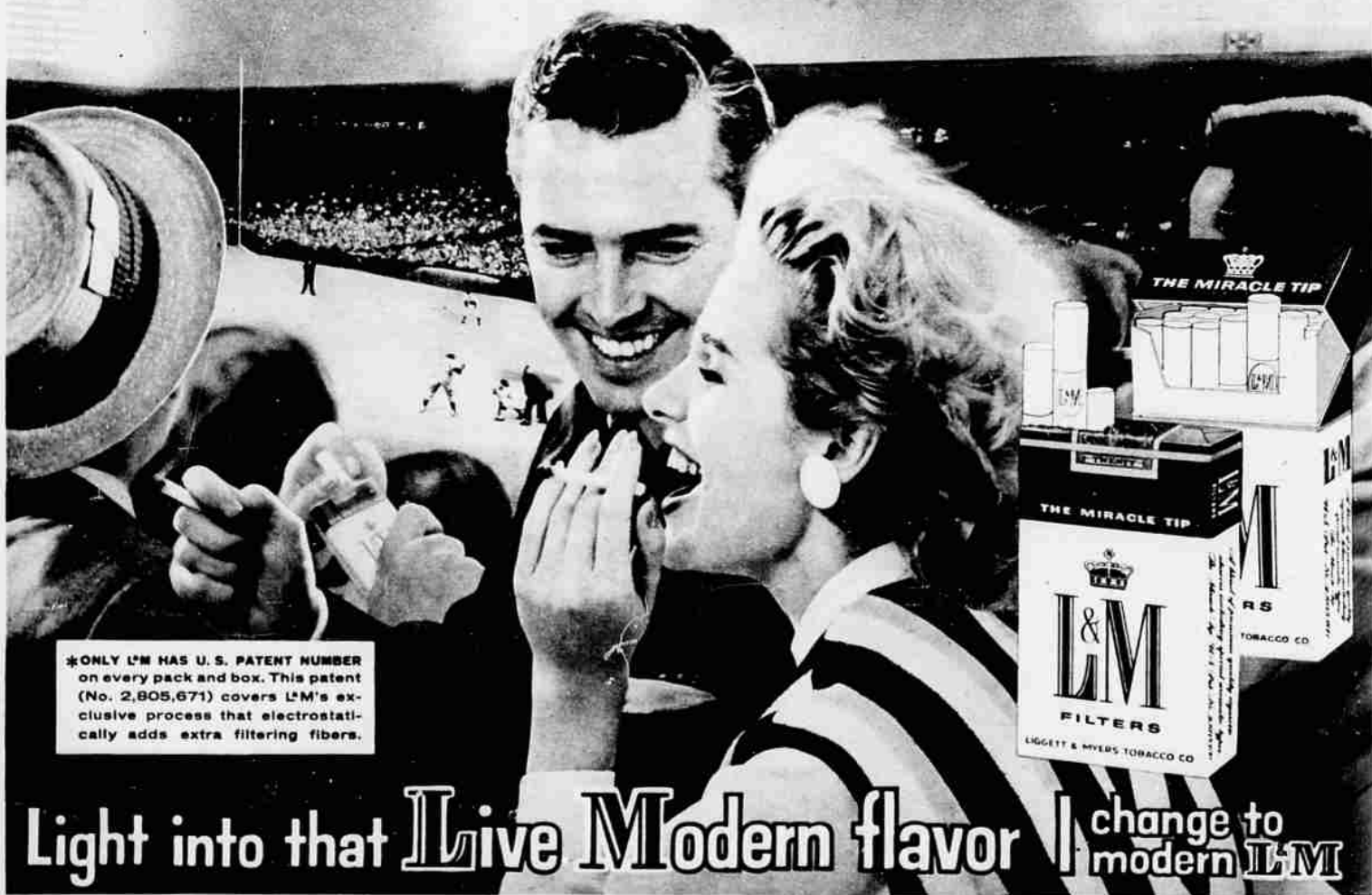
"Couldn't be done, couldn't be done." They called young Edison "a dreamer" but in 1879 he perfected the first practicable incandescent lamp, and the electrical age had dawned.

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**