

♪
They said it couldn't
♪ be done... ♪
They said nobody
could do it...
but —

L'M is
Low
in tar

with
More
taste to it

A black and white photograph of a man in a dark shirt and jeans painting a white wooden fence. He is smiling and looking at the camera. A woman with dark, curly hair is in the foreground, smiling and holding a cigarette. A potted plant is next to her. A pack of L'M Filters cigarettes is shown in the lower right corner, tilted. The pack is white with black and red text, featuring the L'M logo and the words 'THE MIRACLE TIP' and 'FILTERS'.

Don't settle for one without the other!

© 1968 LIBBETT & MYERS TOBACCO COMPANY



"L'M is kindest to your taste because L'M combines the two
essentials of modern smoking," says TV's Jack Leacock.

LOW TAR: L'M's patented filtering process adds extra filter fibers electrostatically, crosswise to the stream of smoke... makes L'M truly low in tar.

MORE TASTE: L'M's rich mixture of slow-burning tobaccos brings you more exciting taste than any other cigarette.

LIVE MODERN — CHANGE TO MODERN L'M