

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

JIMMIE RODGERS, popular recording star, with his wife, Colleen. Jimmie is the newest member of L&M's TV family, with his own show on NBC Tuesday nights.

Don't settle for one without the other



L&M is kindest to your taste," adds Jim Arness. Both Jims agree, there are *two* good reasons why you'll like L&M's. They are truly *low* in tar, with *more* exciting taste than you'll find in any other cigarette.

LOW IN 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**



© 1959 Liggett & Myers Tobacco Company