They said it couldn't be done... but today's L&M gives you—

Puff by puff
Less tar &
More taste

DON'T SETTLE FOR WITHOUT THE OTHER!

Change to L&M and get 'em both. Such an improved filter AND more taste! Better taste than in any other cigarette. Yes, today's L&M combines these two essentials of modern smoking enjoyment—less tar and more taste—in one great cigarette.

They said it couldn't be done... but the Wright Brothers flew this plane for 59 seconds in 1903. Today flying is so much a part of modern life that 40 American colleges offer regular flying courses, many of them for degree credit.