

Rosalind Russell says, "L&M Filters are Just What the Doctor Ordered!"



I wanted a cigarette with a filter I could depend on and a flavor I could enjoy. I read the letter below from Dr. F. R. Durkin, Director of Liggett & Myers Research, and changed immediately to L&M Filters. I recommend them to you."

Rosalind Russell
According to the 9000 picture "The Girl Next Door"

Liggett & Myers Tobacco Co.
Dr. F. R. Durkin
Director of Research
410 Park Avenue
New York 22, N.Y.

Extensive investigations of possible filter materials were conducted in our laboratory and by our chemists during 1961. The search was made for a strictly non-toxic material. This is the material used in "L&M" Filter Tip Cigarettes. Pure white in color, and used in an additive in certain foods, it is entirely harmless to health.

Alpha Cellulose in the filter material now improves the smoking taste. The "L&M" Filter Tip Cigarette is especially designed to remove the heavier particles from the smoke stream, leaving a truly and guaranteed by Liggett & Myers Tobacco Company, the pure taste your mouth needs with every puff. No tar, nicotine and other ingredients.

Liggett & Myers Tobacco Co.
"© S. Patent Pending"

ONLY L&M FILTERS GIVE YOU ALL THIS...

- 1. Effective Filtration.** Same as Strictly Non-Mixed Filter Material—Alpha Cellulose. Exclusive to L&M Filters, and entirely pure and harmless to health.
- 2. Selective Filtration.**—the L&M Filter selects and removes the heavy particles, leaving you a light and mild smoke.
- 3. Much Less Nicotine.**—the L&M Filter removes much of the smoke, leaving you all the satisfaction.
- 4. Much More Flavor and Aroma.** At last a filter tip cigarette with plenty of good taste. Brown—L&M Filter's premium quality tobacco, a blend which includes special aromatic types.

"© S. Patent Pending"

Light and Mild
MUCH MORE FLAVOR
MUCH LESS NICOTINE

L&M FILTER TIP Cigarettes

Liggett & Myers Tobacco Co.

Just what the doctor ordered.

THIS IS IT!

**L&M FILTERS ARE JUST
WHAT THE DOCTOR ORDERED**

I smoked filter tip cigarettes for years before I tried L&M's. They have a far better flavor than any other brand of filters I have ever smoked. Read the facts below and try L&M's yourself. You'll like them too.

Barbara Stanwyck

THIS YOU GET...

1. **Effective Filtration**, from the Miracle Product—Alpha Cellulose—the purest material for filtering cigarette smoke and exclusive to L&M Filters.
2. **Selective Filtration**—the L&M Filter selects and removes the heavy particles, leaving you a light and mild smoke.
3. **Much Less Nicotine**—the L&M Filter* removes one-third of the smoke, leaves you all the satisfaction.
4. **Much More Flavor and Aroma**—the right length—the right filter—the right blend of premium quality tobacco to give you plenty of good taste.

*U. S. Patent Pending

Light and Mild
MUCH MORE FLAVOR
MUCH LESS NICOTINE

L&M FILTER TIP CIGARETTES

L&M FILTERS
ROBERT & MYERS TOBACCO CO.

Just what the doctor ordered.

Fredric March says— **THIS IS IT**
"L&M FILTERS ARE JUST WHAT THE DOCTOR ORDERED!"

When I read Dr. Darkie's letter I tried L&M Filters. I'm really enthusiastic about them. They're a wonderful smoke—with a filter that really does the job. I'm sure you'll like them as much as I do.

Fredric March

LEIGHTY & MYERS TOBACCO CO.
 110 Fifth Avenue
 New York 10, N.Y.

Dr. F. R. Darkie
 Doctor of Medicine

Extensive investigations of possible filter media were initiated in our laboratory and by means of a specially designed apparatus we found that effectively filtered the smoke. This is the material used in "L&M" Filter Tip cigarettes and is a highly purified alpha cellulose. Pure white in color, and used as an additive in certain foods, it is entirely harmless to health.

Alpha cellulose is the purest material now available for filter cigarette smoke. It removes one-fourth of the smoke without impairing its satisfactory taste. The "L&M" Filter Tip cigarettes are specially designed to remove the heavier particles from the smoke stream leaving a truly light smoke.

When you smoke "L&M" cigarettes, made Company, you draw into your mouth much less smoke with much less nicotine and other nitrogenous constituents.

Leighty & Myers Tobacco Co.
 "U. S. Patent Pending"

ONLY L&M FILTERS GIVE YOU ALL THIS...

1. **Effective Filtration**—from a Strictly Non-Mineral Filter Material—Alpha Cellulose. Exclusive to L&M Filters, and recently pure and harmless to health.
2. **Selective Filtration**—the L&M Filter selects and removes the heavy particles, leaving you a light and mild smoke.
3. **Much Less Nicotine**—the L&M Filter removes one-third of the smoke, leaves you all the satisfaction.
4. **Much More Flavor and Aroma**. At last a filter tip cigarette with plenty of good taste. Because L&M Filters' premium quality tobacco, a blend which includes special aromatic types.

"U. S. Patent Pending"

L&M FILTER TIP Cigarettes

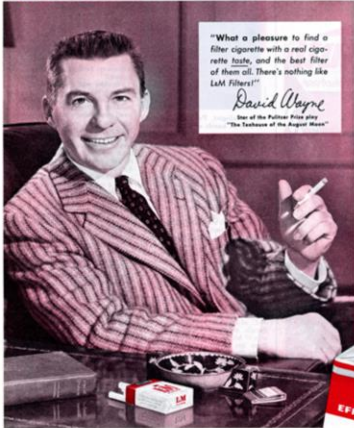
Light and Mild
 MUCH MORE FLAVOR
 MUCH LESS NICOTINE

EFFECTIVE FILTRATION

L&M FILTERS
 LEIGHTY & MYERS TOBACCO CO.

Just what the doctor ordered.

NO CIGARETTE EVER WENT SO FAR SO FAST!



"What a pleasure to find a filter cigarette with a real cigarette taste, and the best filter of them all. There's nothing like L&M Filters!"
David Wayne
Star of the Pulitzer Prize play "The Teahouse of the August Moon"

**Thousands of Big-City Dealers Report—
L&M LARGEST
SELLING FILTER
CIGARETTE!**

Since L&M Filters were put on sale across the country they have gained a nation-wide demand never before equaled by any other cigarette in so short a time.

Already, thousands of big-city dealers report—L&M their largest selling filter cigarette!

Why have L&M Filters rolled up sales records like this? Because for the first time filter tip smokers are getting what they want . . . much more flavor and aroma with much less nicotine.

MIRACLE TIP

**FROM L&M TO YOU
JUST WHAT THE DOCTOR ORDERED**

It's the filter that counts! And L&M has by far the best filter. L&M's exclusive miracle tip contains Alpha Cellulose for most effective filtration.

Get much more flavor, much less nicotine. Smoke L&M Filters—America's highest quality and best filter tip cigarette.

Yes, this is it! L&M—the light and mild filtered smoke!



AMERICA'S HIGHEST QUALITY FILTER TIP CIGARETTE

Copyright 1955, Lester & Wood, Toronto, Ont.

NO CIGARETTE EVER WENT SO FAR SO FAST !

Thousands of Big-City Dealers Report—
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Why have L&M Filters rolled up sales records like this? Because for the first time filter tip smokers are getting what they want... much more flavor and aroma with much less nicotine.

MIRACLE TIP
PUREST & BEST

EFFECTIVE FILTRATION

THE DISTINCTIVE
L&M
MONOGRAM CIGARETTE
Light and Mild

L&M FILTERS
LIGGETT & MYERS TOBACCO CO.

"L&M Filters came as a wonderful surprise. I had no idea a filter cigarette could taste so good... and filter so thoroughly. As far as I'm concerned, this is it!"
Patricia Morrison

FROM L&M TO YOU
JUST WHAT THE DOCTOR ORDERED

1. **THE MIRACLE TIP...** L&M's exclusive filter tip contains Alpha Cellulose... for most effective filtration. Selects and removes the heavy particles, leaving you a Light and Mild smoke.
2. **PUREST AND BEST** filter made. Exclusive with L&M. Result of 3 years of scientific research... 3 years rejecting other filters. This is it!
3. **MUCH MORE FLAVOR... MUCH LESS NICOTINE.** L&M Filters are the first filter cigarette to taste the way a cigarette should. The premium quality tobacco... and the miracle filter work together to give you plenty of good taste.

Copyright 1964, Liggett & Myers Tobacco Co.

L&M — AMERICA'S HIGHEST QUALITY FILTER TIP CIGARETTE





1950

“Just what the Doctor ordered”

“I buy everything with an X-ray eye. That’s how I found out De Soto had 39 features not in my car. Those Sealed Beam Headlights are a relief to tired eyes—50% better road light. Seats are 51” wide—room for 3 big people. The wheelbase is 10” longer than on my car. You enjoy a Floating Ride—cradled between the axles—no back-seat bounce. The Handy-Shift on the steering post gives more room up front. Best of all—De Soto’s prices are \$20 to \$48 lower than last year. De Soto is just what the Doctor ordered. I ought to know. I’m the Doctor—and I bought one!”

DE SOTO DIVISION OF CHRYSLER CORPORATION
From its Motor Division—U.S.S., Thrusters, P.D.P., S.F.



DE SOTO
\$845 \$905
Delivered at Detroit, Michigan. Federal and State taxes, license, transportation and local delivery of price not included.

April 1934

