

THIS IS IT!

L&M KING SIZE AND REGULAR



Maurice Evans, Stage and Screen: "My doctor suggested this filter. I mentioned it to you as the best."



Dorothy Kilgallen, Columnist: "There's nothing like L&M's filter. Gives you more flavor, too."



John Robert Powers: "I've consumed L&M's Miracle Tip in the utmost of bliss."





Elinor's Diana Lynn: "This is, without doubt, the best filter cigarette of them all."



Christina Lane (Mrs. Charles Evans Hughes 3rd): "The perfect filter... what a delightful smoke you get!"



Russell Patterson, Illustrator: "At last, a filter that really works... on a cigarette with flavor of flavor!"



Mrs. Lillian Seabird: "Having tried one (personal opinion) only with L&M filter cigarettes."

**Yes It's the FILTER that Counts—
and L&M has the Best!**

L&M is sweeping the country... a smash success, overnight! No cigarette ever went so far so fast, because no filter compares with L&M's exclusive miracle tip for quality or effectiveness. From L&M you get much more flavor, much less nicotine... a light and mild smoke. And you enjoy all this in king-size or regular, both at the same low price. Our statement of quality goes unchallenged. L&M is America's highest quality and best filter tip cigarette. Buy L&Ms—king size or regular—they're just what the doctor ordered.

L&M—AMERICA'S HIGHEST QUALITY FILTER CIGARETTE

1954 Oct 18



Actress Jean Bennett: Never before have I found a filter so good, or a taste I enjoyed so much as in L&M.

David Wayne, Stage & Screen: L&M have the best filter of them all, Miracle Tip is right! There's nothing like it.

Mrs. Lillian Hellman, Socialite Sports-woman: I love L&M. Wonderful filter—exceptional taste!

No filter compares with **L&M'S MIRACLE TIP**

for Quality or Effectiveness

Isn't it time you tried the cigarette that is sweeping the country... breaking record after record... winning more smokers in less time than any cigarette ever did? Why such success for L&M? It's the filter that counts, and L&M has the best. You get much more flavor, much less nicotine... it's light and mild smoke... because only L&M's Miracle Tip gives you the effective filtration you need.

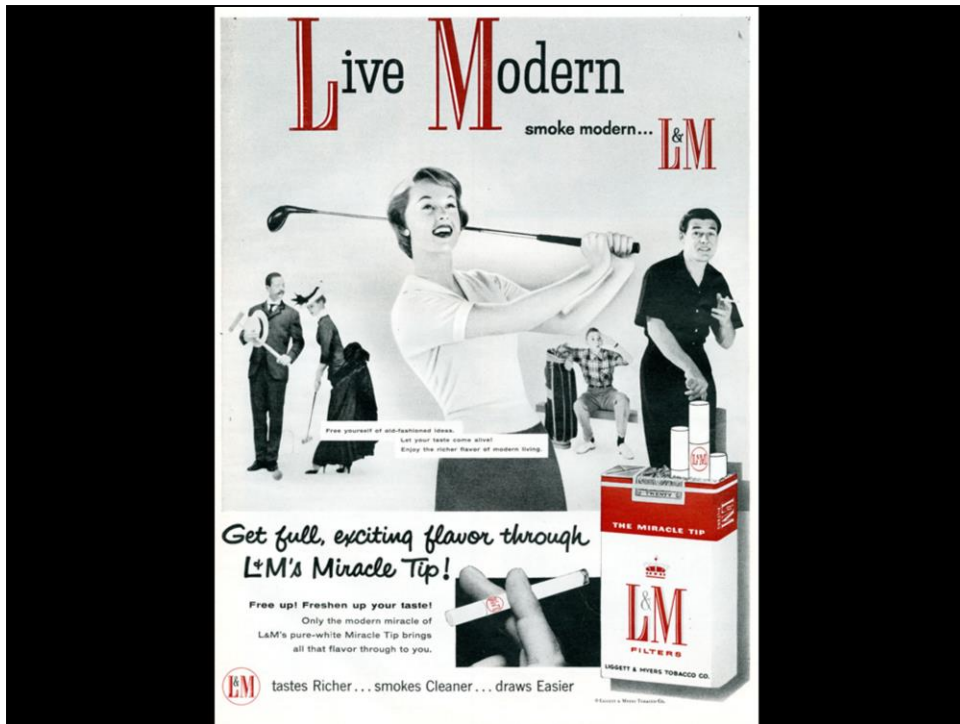
Enjoy L&M's king-size or regular... both at the same low price. Like thousands, you'll say—"They're just what the doctor ordered."

More Flavor... Less Nicotine
[NOTICE HOW EASY IT DRAWS]

America's Best Filter Cigarette!

LIGGETT & MYERS TOBACCO CO.

1954 Nov 15



Miracle Tip



**L&M NOW KING SIZE
OR REGULAR!**

Both Same Low Price!

**It's the FILTER that Counts
and L&M has the Best!**

L&M's have already won the quickest, most enthusiastic nation-wide acceptance a cigarette ever had. Now, L&M comes to you in king-size, too — the same great cigarette — at the same low price as regular.

In either size — only L&M Filters give you

the Miracle Tip — the effective filtration you need. Get much more flavor — much less nicotine — a light, mild smoke. Yes, — it's the filter that counts... and L&M has the best!

Today, buy L&M King-size or regular JUST WHAT THE DOCTOR ORDERED!

**Much More Flavor
Much Less
Nicotine!**

MIRACLE TIP

L&M — AMERICA'S HIGHEST QUALITY FILTER CIGARETTE

NO CIGARETTE EVER WENT SO FAR SO FAST!

L&M FILTERS MAKING CIGARETTE HISTORY!



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

- 1. THE MIRACLE TIP...**... for most efficient filtration. Retains and removes the heavy particles, leaving you a light and mild smoke.
- 2. PUREST AND BEST** filter made. Exclusive with L&M. Equals 2 years of cigarette smoking... 1 year replacing other filters. This is it!
- 3. MUCH MORE FLAVOR... MUCH LESS NICOTINE.** L&M Filters are the first filter cigarette to retain the very best cigarette flavor. The quality tobacco... and the miracle filter work together... to give you plenty of good taste.

L&M FILTERS have been on the market from coast-to-coast for less than 4 months. Already thousands of dealers in America's leading cities—in signed statements report L&Ms their largest selling filter tip cigarette.

Why have L&M Filters rolled up sales records like this in so short a time...well ahead of filter brands that have been around for years?

Simply this: For the first time filter tip smokers are getting what they want... much more flavor and aroma... with much less nicotine! After the first few puffs from an L&M most smokers sum it up this way, "THIS IS IT—JUST WHAT THE DOCTOR ORDERED."

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

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Enjoy the full flavor
of modern living...

Live



Gone are the days when fear restricted the full enjoyment of living!

Get the full exciting flavor of today's finest
through the modern miracle of the



PURE WHITE ...

... MIRACLE TIP

AT LAST YOU CAN GET ALL
THE FLAVOR YOU WANT

No other cigarette...
plain or filter...
gives you all the exciting,
satisfying flavor that
you get through the
pure-white L&M Miracle Tip.

Start today



Modern ...smoke L&M

Let your taste come alive... enjoy the richer, more exciting flavor of modern living!

tobaccos
Miracle Tip!
tastes **RICHER**
smokes **CLEANER**
draws **EASIER**

to Live the Modern way—change to L&M today!

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