

One of the
world's leading
independent
testing laboratories



OCTOBER REPORT OF UNITED STATES TESTING CO. SHOWS:

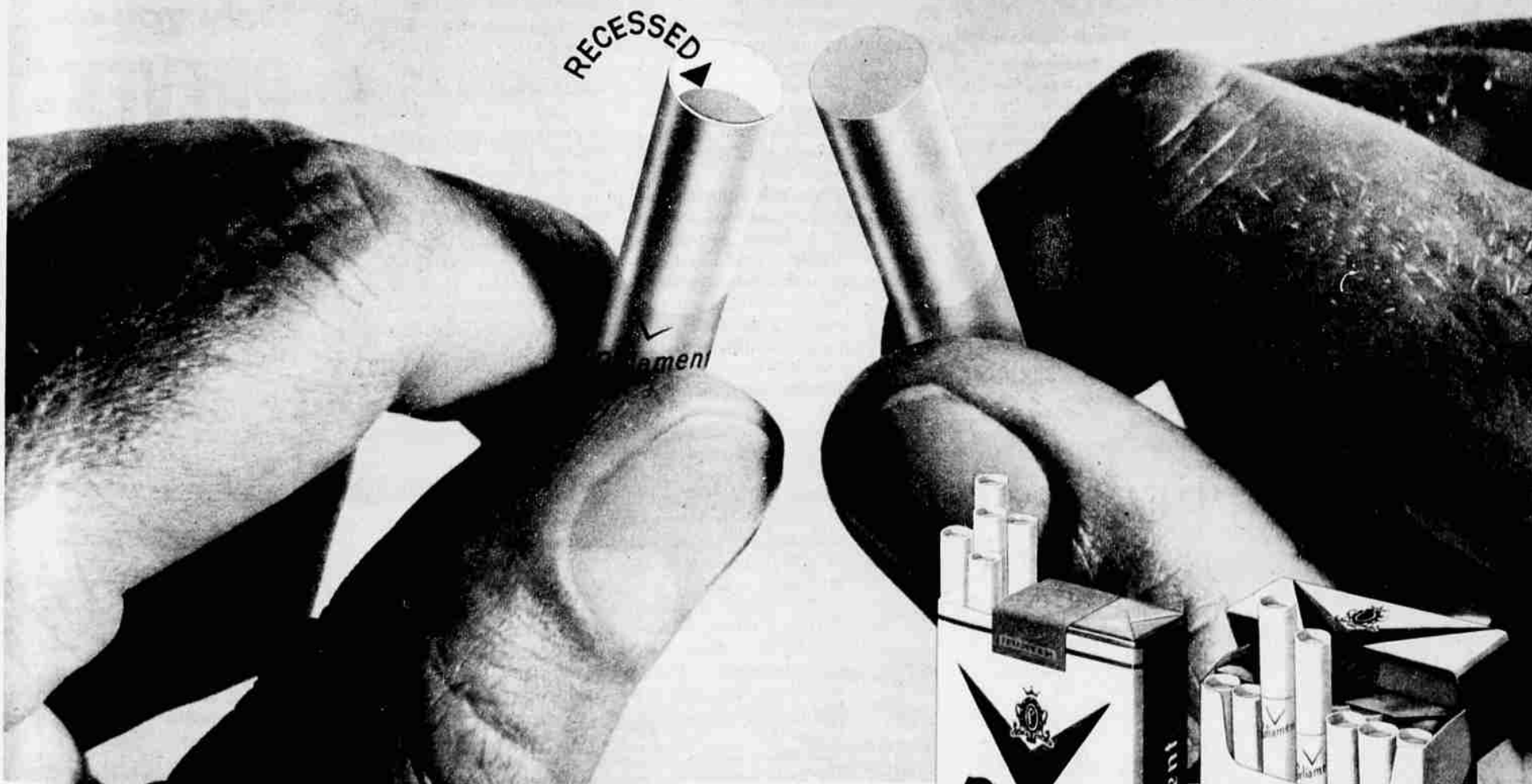
Only Parliament has High-Filtration and NO FILTER FEEDBACK

NO FILTER FEEDBACK WITH PARLIAMENT

You get no filter feedback—absolutely no transfer of nicotine and tar from Parliament's filter. It's recessed away from your lips and tongue.

HOW ORDINARY FLUSH FILTERS FEED BACK

The more efficient today's filters become... the more nicotine and tar collects at the tip where it can feed back onto your lips and tongue.



No wonder Parliaments taste so clean!

Only Parliament has no filter feedback. Nicotine and tar collected at the tips of ordinary flush filters can feed back onto your lips and tongue. So only new improved Hi-Fi Parliament gives you clean, pure tobacco flavor—unspoiled because the filter's recessed.

Hi-Fi
HIGH FILTRATION

PARLIAMENT — Popular Price!

PACK OR BOX