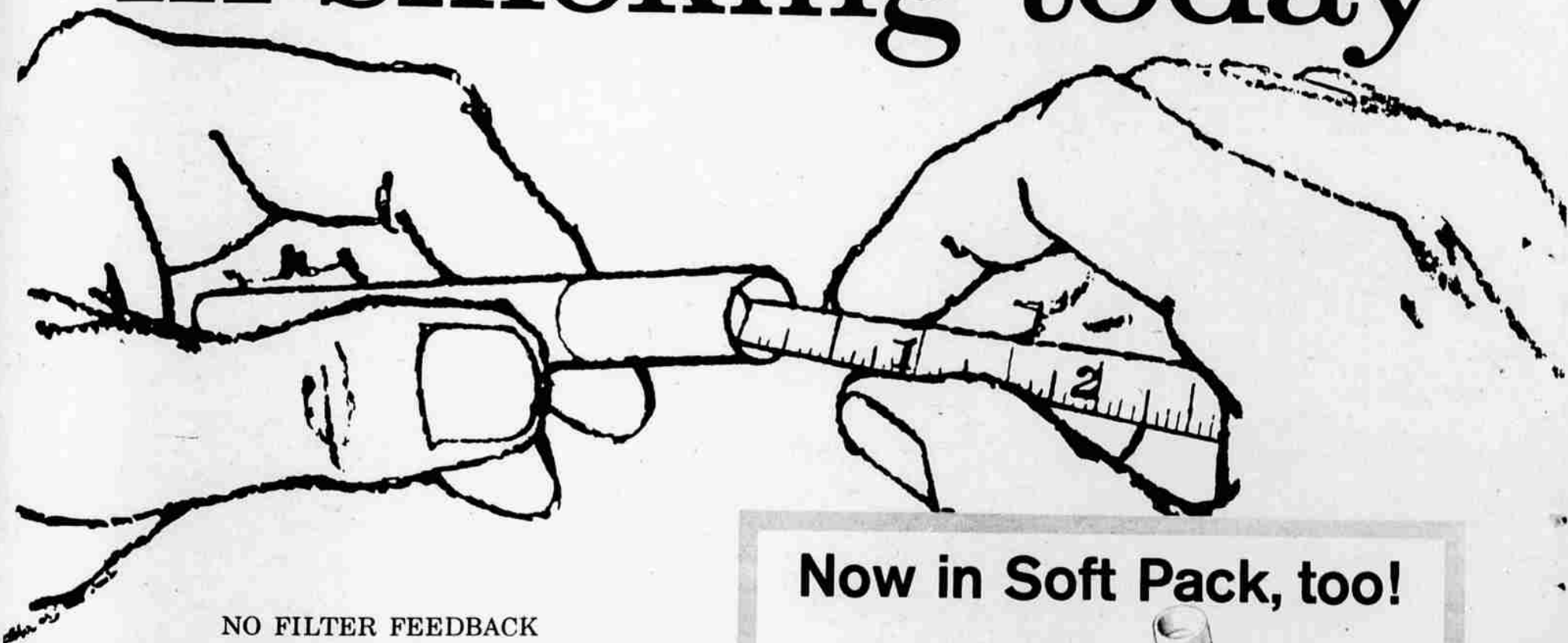


The most important $\frac{1}{4}$ inch in smoking today



NO FILTER FEEDBACK

Parliament is not the only cigarette that does a good job of trapping nicotine and tar. *But Parliament is* the only leading high-filtration cigarette that does not feed back trapped tar and nicotine, because your lips and tongue cannot touch the filter.

Parliament's filter is recessed $\frac{1}{4}$ inch to prevent this "filter feedback."

Someday all filter cigarettes will probably be made this better way. But today you can get this years-ahead design only from Parliament—the world's most experienced filter people. Smoke clean—smoke Parliament.



HIGH FILTRATION MAY REPORT

No other cigarette today combines Parliament's high filtration and recessed protection. (Confirmed by May analysis of all leading high-filtration cigarettes by the United States Testing Company, one of the world's leading independent testing laboratories.)

*Tobacco tastes best
when the filter's recessed*

Now in Soft Pack, too!



Parliament

*Soft Pack or Box
popular price*