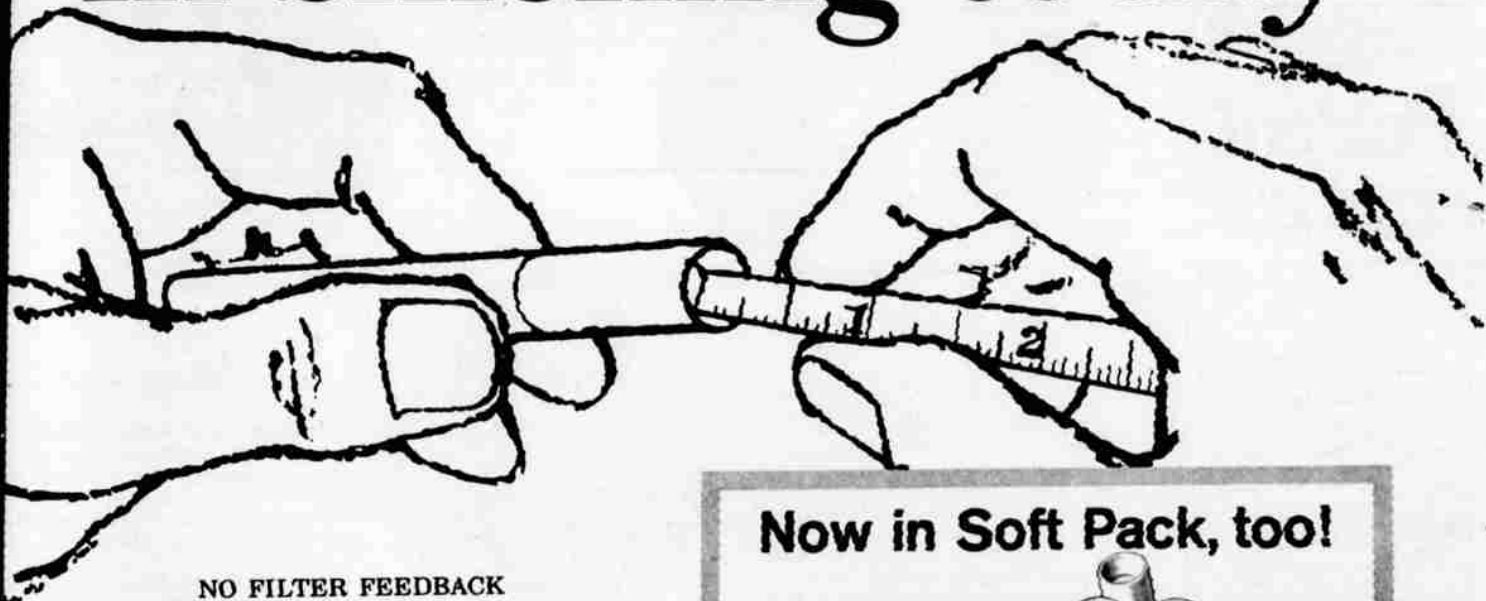


# The most important $\frac{1}{4}$ inch in smoking today



## 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 JUNE REPORT

No other cigarette today combines Parliament's high filtration and recessed protection. (Confirmed by June 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*