

- This is Mike Wallace for Parliament. Extra margin. What does extra margin mean to you? To a flyer, extra margin can mean an auxiliary field when the weather is threatening. To a theater lover, extra margin can mean two center aisle seats on opening night. But in a cigarette, extra margin means Parliament. Every Parliament gives you an extra margin today. Extra margin for flavor because Parliament puts the filter where it does the most good. Recessed a clean quarter-inch away. Extra margin because, month after month, Parliament is tested for uniformity by the United States Testing Company. Extra margin because tobacco tastes best when the filter's recessed, and your own good taste confirms it. Why smoke any other way when every Parliament gives you an extra margin, puff after puff, all through the day. You're so smart to smoke Parliament. Extra margin, no extra cost.