

- This is Mike Wallace, of Parliament. Here's what you've been looking for in a filter cigarette. The most important quarter-inch in smoking today. It's the quarter inch Parliament recesses, its high filtration filter. And it's important to you because with Parliament, you never touch, never taste the filter itself. Trap, nicotine and tars can't possibly feed back to your lips and tongue from the filter. Now, someday every filter will probably be made this better way, but today, only Parliament gives you this year's ahead design. The United States Testing Company confirms only a recessed Parliament has high filtration with no filter feedback. And best of all, tobacco tastes best, when the filter is recessed. Next time make it Parliament, same popular prices, ordinary filters in soft pack or box. Smoke Parliament, with the most important quarter-inch in smoking today. You will like them.