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Narrator: From the nation's leading independent research laboratory, comes this important announcement. The first filter cigarette in the world that meets the standards of the United States testing company. Parliament, with a new high filtration filter.

- This is the cigarette, Parliament. And these are the facts. Proved, in Parliament over 30,000 traps. The most effective filtering material in a cigarette today. No other popular cigarette delivers less tar and nicotine. Proved, in Parliament, the exclusive recessed filter holds trapped tar and nicotine away from your lips. There's no leakage from filter to mouth. Proved, in Parliament, the most complete filtering action in cigarette history. And the flavor story is simple. More expensive tobaccos, bring you the friendly satisfaction that cigarettes were invented for.

Narrator: The filtering findings you have just seen are certified true, by the United States testing company. Parliament. Now at popular price.