

Narrator: Now Parliament's new Hi-Fi filter, a new and significant advance in cigarette filtration.

- Here's something new and important that should interest every smoker today. I'd like to tell you about it. It's the first filter ever to give you new high filtration plus recess protection for really clean smoking. The secret of high filtration is Parliament's new filtering material. It's the most efficient ever developed, contains 28,000 filaments, each one 40% finer than those in any other filter. Other filters are flush with the end where they can touch your lips, but Parliament's Hi-Fi filter is recessed. It's set deep down inside to keep trapped tars and nicotine away from your lips. You get a really clean smoke with the true flavor of Parliament's traditionally finer tobaccos. Try one for high filtration, recess protection, really clean smoking.

Narrator: Parliament's new Hi-Fi filter now the same price as other filters.