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WELLS, RICH, GREENE IN CANADA

Wells, Rich, Greene is planning to open an office in Toronto, Canada, which could well indicate that McCann-Erickson may lose some of its Benson & Hedges billing there.

Benson & Hedges Ltd., the Canadian subsidiary of Philip Morris, currently uses McCann almost exclusively for its advertising — which reportedly bills less than \$1 million annually. In the U. S., Wells, Rich, Greene handles Benson & Hedges 100's for PM. In Canada Benson & Hedges 100's have about 1 per cent of the total market — which is about half of the 100mm segment there.

Tobacco Reporter

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By Miller

Philip Morris Introduces New Booklet Describing Corporate Operations

George Weissman, President of Philip Morris Incorporated, today announced the publication of a new illustrated booklet describing all aspects of the diversified tobacco company's operations.

The booklet, "This Is Philip Morris," is designed to acquaint friends of the company, prospective employees and interested editorial personnel with both Philip Morris Incorporated and the industries in which it is represented.

"This Is Philip Morris" begins with a statement of the company's present position and notes its goals for the future. The booklet then proceeds to trace the history of the tobacco industry as well as that of Philip Morris.

The company's continuing program of diversification into non-tobacco consumer products is stressed in the 4-color booklet. It states that, "Today, we play an important role not only in the tobacco industry, but others as well: chewing gum, shaving pro-

ducts, packaging, paper, adhesives, specialty textile chemicals and hospital supplies. "Through a diversification program which began in 1957, we have sought an outlet for the broad-gauge abilities of Philip Morris people who seek opportunities for more active, more exciting growth."

The diversification theme is noted by Joseph F. Cullman, 3rd, Chairman of the Board of Philip Morris, who states that, "In pursuing a program of diversification, it has been my experience that the winning formula is Philosophy plus Planning plus People equal Growth."

"Used in this sense, I mean that a strong, well-thought-out system of motives and goals should guide a corporate program, while utilizing the creative abilities and loyalties of all levels of management and staff. It is equally important to extend this regard for people to affiliated companies. In this way, the sum will be growth."

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Philip Morris May Expand Research Space

Plans are under consideration for a multi-million dollar expansion of Philip Morris' research center on Commerce Road overlooking the Richmond-Petersburg Turnpike, the president of Philip Morris Domestic has disclosed.

The addition to the center would be devoted primarily to chemical research for all of the company's consumer products, including tobacco, gum, blades and medical supplies, according to Ross R. Millhiser.

"We are considering very seriously additional capital structures there representing many millions of dollars' expenditure," he said.

The multi-million-dollar Chesterfield County complex contains an operations center, a research center, a gum plant and several other facilities. Work on a new engineering building is under way.

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