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FREE



Jim Cavanagh

WORLD NEWS

UNITED STATES KGF expands in specialty cheeses

Churny Company Inc., a Kraft General Foods subsidiary that markets specialty cheese brands, has acquired Anco International Corp. A privately owned producer, distributor, and importer of specialty cheese, Anco leads the spiced soft cheese segment with its Rondele brand. It has major facilities in Wisconsin and New Jersey.

CANADA KGF acquires Group Cafe

Unigesco Inc. [a competitor] of Montreal has sold its coffee roasting and related distribution businesses, known as Group Cafe, to Kraft General Foods Canada for about \$42 million. With 138 employees and plants in Oakville, Ont., and the city of Quebec, Group Cafe sells direct to restaurants and cafeterias in eastern Canada.

BRAZIL

Exclusive interview

Lech Walesa on the future

By Guy L. Smith IV

GDANSK, Poland—"In 1980 we stopped the development of communism. In 1990, we will end it."

Solidarity leader Lech Walesa was a man of calm and confidence as he spoke recently with PMGLOBE and Philip Morris Magazine in his office here.

Walesa's Solidarity movement has begun a series of revolutions that are changing the face of Eastern Europe.

In Warsaw, Poland's capital, government buildings buzz with excitement. A Western visitor, accustomed

What form of government will replace communism in Poland? A new system, created by the people.

to the stern and enforced quiet of Eastern-bloc government buildings, is struck by the busy atmosphere. Meetings are under way everywhere.

Passing through a large corridor and walking around a cluster of several dozen people, one learns he is walking, literally, through a Senate committee meeting—a public Senate committee meeting.

Walesa does not hold a for-

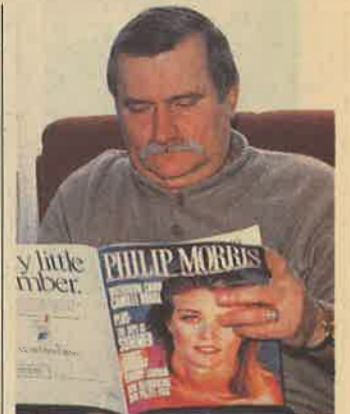
mal government office. But his presence is everywhere.

The Solidarity movement is clearly the driving force in the Polish government and its policies are designed to steer the country toward a market economy quickly. That move, however, is not happening painlessly: there is serious inflation.

A recent poll by a Warsaw daily newspaper showed that 65% of the Polish people accepted the economic hard-

ships as necessary to move their economy from a closed, Communist system to an open system that can do business with the West. Referring to that poll, Walesa the politician questioned the percentage cited.

"All of the people agree with me," he insists. "The people support our government."
(Continued on p. A-3)



Bill Kelly

In a rare free moment, Lech Walesa does some reading.

PM helps Poland's information flow

WARSAW—Efforts of the fledgling Polish government to create a more open society with a market-driven economy have been hampered by a scarcity of resources. One problem frustrating democratic reforms: the lack of basic equipment necessary for the free flow of



Europe's changes create miracles

For a global company like Philip Morris, the repercussions of events in Central and Eastern Europe are tremendous. In a recent interview with PMGLOBE conducted by Ferdi Breidbach, director of information and public relations for Philip Morris GmbH, Hans Klein

doctrines, a united Western community, and a dynamic Central West European unification process all strengthen the human rights movement worldwide and support a policy of peace founded on realism. In addition, market economies are increasingly replacing socialist planned

Cubism on a cassette: Miller fuel keeps zoo heat up

NEW YORK—Philip Morris has produced a video, *New Ways of Seeing: Picasso, Braque, and the Cubist Revolution*, based on the recent acclaimed exhibit at the Museum of Modern Art here.

The exhibition, *Picasso and Braque: Pioneering Cubism*, represented a significant event in the already impressive history of PM sponsorship in the arts.

The movement shook the world of the arts.

The show, hailed by *New York Times* art critic John Russell as "[perhaps] the greatest exhibition ever devoted to a single phase of 20th-century art," revealed the interplay between Pablo Picasso and Georges Braque in the development of Cubism, an abstract style of art in which geometric shapes, lines, and planes were used to depict subjects from several angles simultaneously.

The movement, which de-



Susan Richman

veloped in the early part of the century, shook the foundations of the artistic community and forever altered the way artists depict the world.

Nearly 350,000 people attended the exhibition, which could not be sent on tour. But thanks to a relaxation of PM contribution guidelines, which normally exclude film and video projects, it is now available to a wider audience

on video. The New York production company of Minkoff/Clayman worked with PM to produce the piece.

Created for both museum-goers and art historians, this addition to the growing fine arts video market is far more than just a walking tour of the exhibition or a lecture on art history. It includes rare historical footage, views of more than 150 works from the exhibition, and interviews with such contemporary artists as David Hockney.

"*New Ways of Seeing* will bring the Picasso and Braque exhibition to a larger audience, especially those who were unable to travel to New York to see it," says Stephanie French, PM director of cultural and contributions programs.

The video, which is available for \$29.95, can be ordered by calling 1-800-826-3456. An employee discount will be available (details forthcoming). For more information, call the Cultural Affairs Dept. at 878-2081. All sales benefit the museum.

REIDSVILLE, N.C.—Thanks to the Miller Brewing Co. plant here, the animals in Lion's Country—a zoo that is part of King's Dominion amusement park near Richmond, Va.—were able to stay warm during the cold wave that descended on the Southeast last December.

The unexpectedly frigid temperatures caught the region short of fuel, and the Miller can plant supplied the park with two tanker trucks of propane—about 20,000 gallons of the fuel.

It was just part of the facility's effort to help relieve the energy crunch, according to Darryl M. Washington, plant engineer. In all, Miller transferred some 80,000 gallons of propane to the Commonwealth Gas Co. in Richmond, which supplies Philip Morris facilities there, for distribution to several local businesses and industries.



Jimmy Klutz

Left to right: Darryl Washington, plant engineer, John Pitzen, corporate engineer, and Don Day, maintenance supervisor, maintain the pipes in Reidsville.

King's Dominion, which would normally consume a truckload of fuel every 18 hours in such weather, had been forced to shut all but three of its 40 buildings. Even so, they were in danger

of running out of fuel for their 300 exotic animals, housed in shelters that depend on propane tanks for heat.

On December 19, the park received its last shipment of fuel—about 9,000 gallons—

from its usual supplier, with the message that no more would be forthcoming. King's Dominion was able to supplement its fuel supply with another 1,400 gallons on December 23, but its 30,000-gallon storage tanks were dangerously close to empty.

"It was a bad time," says Don West, utilities supervisor for the park. "I wasn't getting too much sleep, worrying about how we were going to keep all those animals warm."

The Miller shipment arrived on December 27, and by dedicating its resources to the animals and the skeleton administrative crew, the park was able to keep the heat on until the regular supplier could resume normal delivery on January 9.

Says West: "Miller saved us. Without them, we wouldn't have made it."

PM lauded for Hispanic commitment

WASHINGTON—At a White House briefing in December, President and Mrs. George Bush hosted corporate leaders to salute their companies' commitment to the Hispanic community. Among those honored were Kraft General Foods, Miller Brewing Co., and Philip Morris Companies Inc.

Following remarks by Secretary of Education Lauro Cavazos and President Bush, the honorees were personally greeted by the president and first lady at a reception on the State Floor.

The event heralded *Hispanic* magazine's publication in January of the Hispanic 100—a list of the 100 companies that provide the most opportunities for Latinos.

Compiled by the magazine's staff, with assistance

from the Hispanic business community and leading U.S. Hispanic organizations, the list was based on four criteria:

- Support for educational programs for Latinos.
- Recruitment, hiring, and advancement of Latinos, both in the work force

and at the corporate level.

• Support of minority vendor and supplier programs.

• Involvement with Hispanic organizations, such as La Raza and the U.S. Hispanic Chamber of Commerce.

Hispanic applauded KGF for its longstanding support

of the Latino community through its "contributions to charitable organizations which address the needs and aspirations of Hispanics." Its commitment to educational programs and the Minority Vendor Program drew particular praise.

Miller was singled out as "one of the leaders in corporate involvement." Special mention was made of its wide-ranging contributions, which vary from support for community organizations to a yearly \$100,000 contribution to the U.S. Hispanic Chamber of Commerce.

Hispanic cited PM's "long and beneficial relationship with the Hispanic community" and made special mention of PM's involvement in the Minority Vendor Program, its funding of the recently published *Directory of Hispanic Organizations*

Western wear wins Europe

LAUSANNE, Switzerland—With the opening of 14 new individual shops and an additional 14 shops-within-stores in 1989 alone, Marlboro [PMI] Classics exclusive outlets are making a fashion statement throughout Europe. Liberty of London and Galeries Lafayette in Paris are just two of the prestigious stores now carrying the line.

The newly launched winter 1989-90 Marlboro Classics collection, designed to be durable for the rugged,

outdoor man, features a wide range of authentically styled U.S. western wear—pants, shirts, jackets, and coats.

In addition to its introduction at these exclusive shops, the Classics line joins the ranks of the more casual Marlboro leisure wear in some 500 retail outlets throughout Europe, including Belgium, France, Greece, Italy, the Netherlands, Norway, Sweden, Switzerland, and the United Kingdom.



Marlboro Classics' 1990 line.