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- 1) Philip Morris U.S.A. scientists and researchers have patented 102 discoveries. The research staff now includes more than 400 scientists, technicians and support personnel.
- 2) Spider Sabich, one of the stars on the Benson & Hedges 100's Grand Prix, a popular series of Pro Ski classics.
- 3) The Virginia Slims Women's Tennis Circuit attracted record crowds throughout 1972.
- 4) Marlboro cartons on the line in Richmond.
- 5) Benson & Hedges Multifilter cartons on the line.



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Benson & Hedges 100's continued to concentrate on "extra length" in its advertising, emphasizing its light-hearted "disadvantages" theme. Benson & Hedges 100's also became the leading sponsor of the "Grand Prix" of professional skiing in cooperation with the International Ski Racers Association.

The Virginia Slims Women's Tennis Circuit and the Virginia Slims Women's Opinion Poll by Louis Harris helped reinforce that brand's print and outdoor advertising which continued the well-established theme for women smokers, "You've come a long way."

While total investment in cigarette marketing increased slightly, expenditures per 1,000 cigarettes decreased as a result of higher volume. Advertising expenditures remained below those in 1970, the last year of cigarette broadcast advertising.

In 1972, our sales force was strengthened by additional field personnel, and a highly sophisticated marketing training course for field personnel was initiated. The majority of our new sales people are either Viet Nam veterans, women, or members of minority groups. More than 26% of the Philip Morris U.S.A. sales force are Viet Nam era veterans.

The growing demand for Philip Morris cigarettes fully utilizes all of our present production capacity. Our new manufacturing complex nearing completion in Richmond represents a major move toward optimum efficiency and provision for future growth.

This new cigarette manufacturing complex, designed by architect Gordon Bunshaft, Senior Partner of Skidmore, Owings & Merrill, will ultimately have a capacity equal to nearly 25% of the total number of cigarettes currently sold in the United States. Production will commence this year, and construction of the buildings will be completed in 1974. A new generation of machinery and equipment and a vastly modified production line will assure the highest quality standards now attainable and make this facility the most efficient as well as the largest and most modern in the world. In every way, this cigarette manufacturing complex symbolizes your company's confidence in the future of the cigarette business and Philip Morris's continued growth within the industry.



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- 1) Marlboro packages on the Louisville production line.
- 2) Benson & Hedges 100's—graphic depictions of "America's Favorite Cigarette Break."
- 3) Retail display rack for the new "Flicker" ladies' safety shaver.



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- 1) Benson & Hedges 100's cartons ready to be packed.
- 2) Another retail rack featuring the Persoona 74* tungsten steel razor blade, together with the new Face Guard blade.
- 3) "The Parliament recessed filter works like a cigarette holder works"—for Parliament regular and Parliament 100's.
- 4) Member of expanded U.S. sales force, working at the retail counter.



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