



President
PHILIP MORRIS INCORPORATED

O. PARKER MCCOMAS
100 PARK AVENUE
NEW YORK 17, N. Y.

June 1, 1955

Dear Co-Worker in Philip Morris

It is a pleasure to present you with your personal copy of "The House That You Built".

Philip Morris depends on the principle that people, not machines, are responsible for the success of our company. The name, "The House That You Built," recognizes this basic principle that you, and I, and all the individual members of the Philip Morris team before us, by dedicating our combined efforts and energies through many years, have succeeded in making Philip Morris a great company in a great American industry.

This, then, is a record of achievement. It represents the importance and responsibility of each one of us to every other member of our organization, and the importance and responsibility of the other members of our organization to each of us. Only by working together to accomplish our final goal -- providing superior products to the public that makes our company possible -- can we continue to grow and prosper individually and as an organization.

Each of us, as members of a team, should take pride in the knowledge that his own personal effort to improve the quality of our products, the quality of our service, and the quality of the reputation that belongs to Philip Morris, further adds to "The House That You Built".

Sincerely yours,

O. Parker McComas
O. Parker McComas
President



OUR PRODUCTS

for the enjoyment of smokers... all over the world!



FOR HEALTH, HAPPINESS, LONG LIFE ♦ ♦ ♦ ♦ ♦

and

A PROGRAM FOR

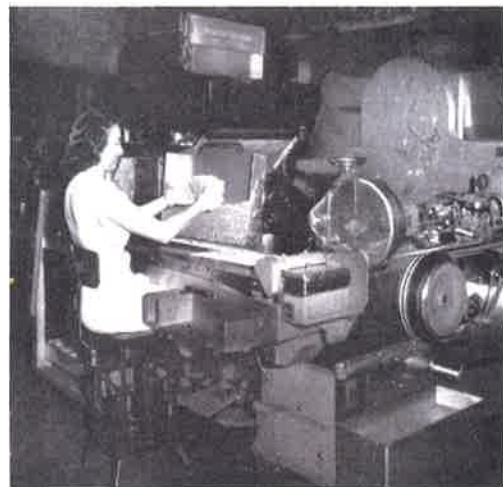
✓ **LIFE INSURANCE**

✓ **HOSPITALIZATION**

✓ **RETIREMENT INCOME**



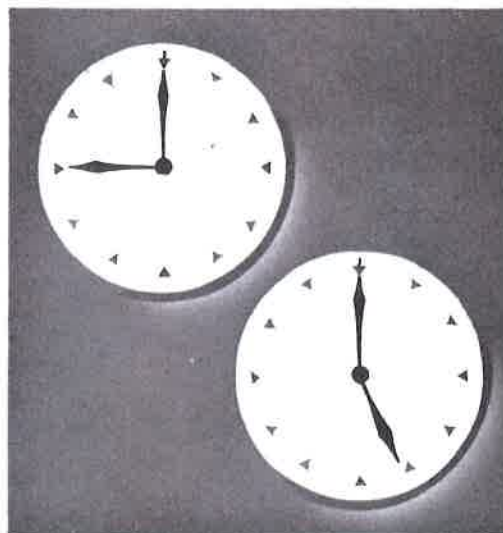
Medical Departments for First Aid



Safe working conditions



Sanitary cafeterias



Regular hours of work

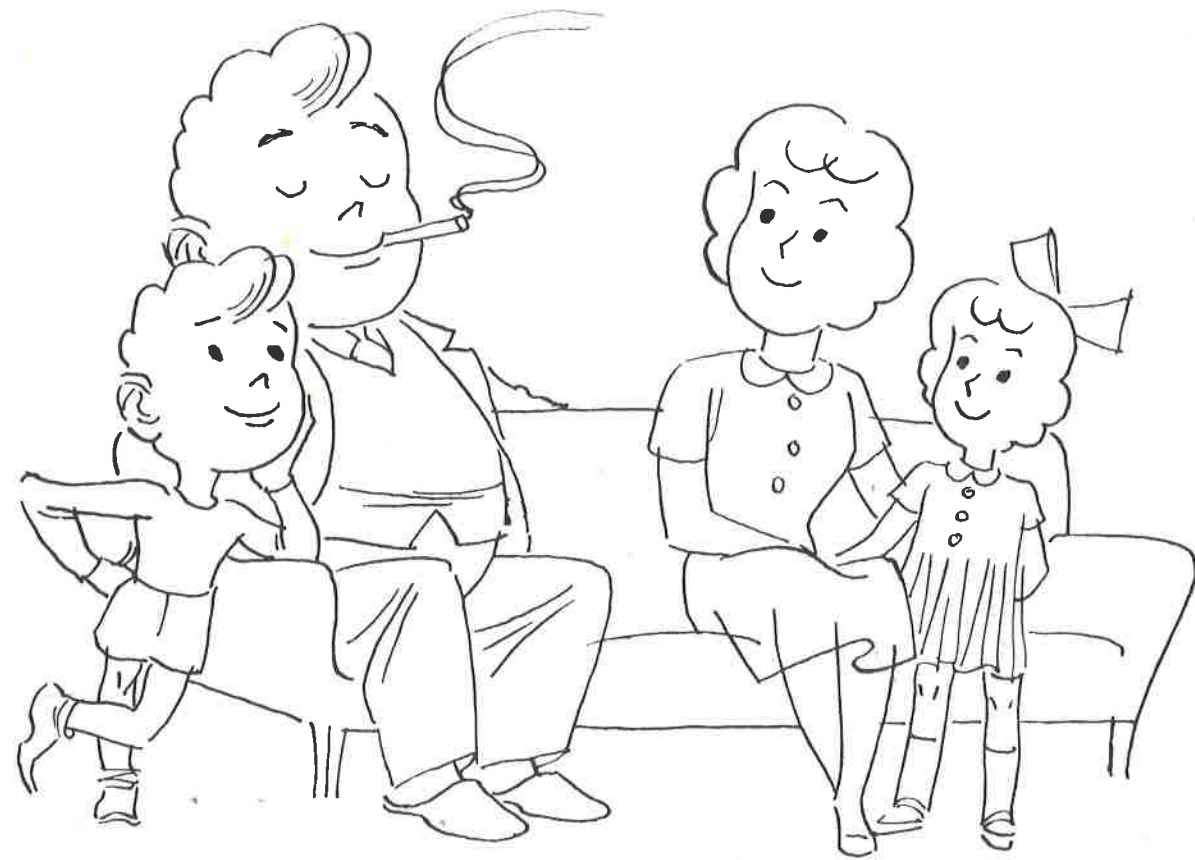


Vacations for rest and recreation

Note: We, of Philip Morris, know our tobacco language pretty well. We sometimes find it difficult to express, in simple terms, the technical, legal and insurance language necessarily used in the benefit plans we enjoy. The following pages represent an effort to explain these plans in non-technical language.

The information, as outlined, is not intended nor must it be considered as modifying or changing the provisions of the formal plans. While it is the present intention of the Company to continue the plans, it must necessarily reserve the privilege to modify or to terminate any one or more of them, in whole or in part, at any time and from time to time.

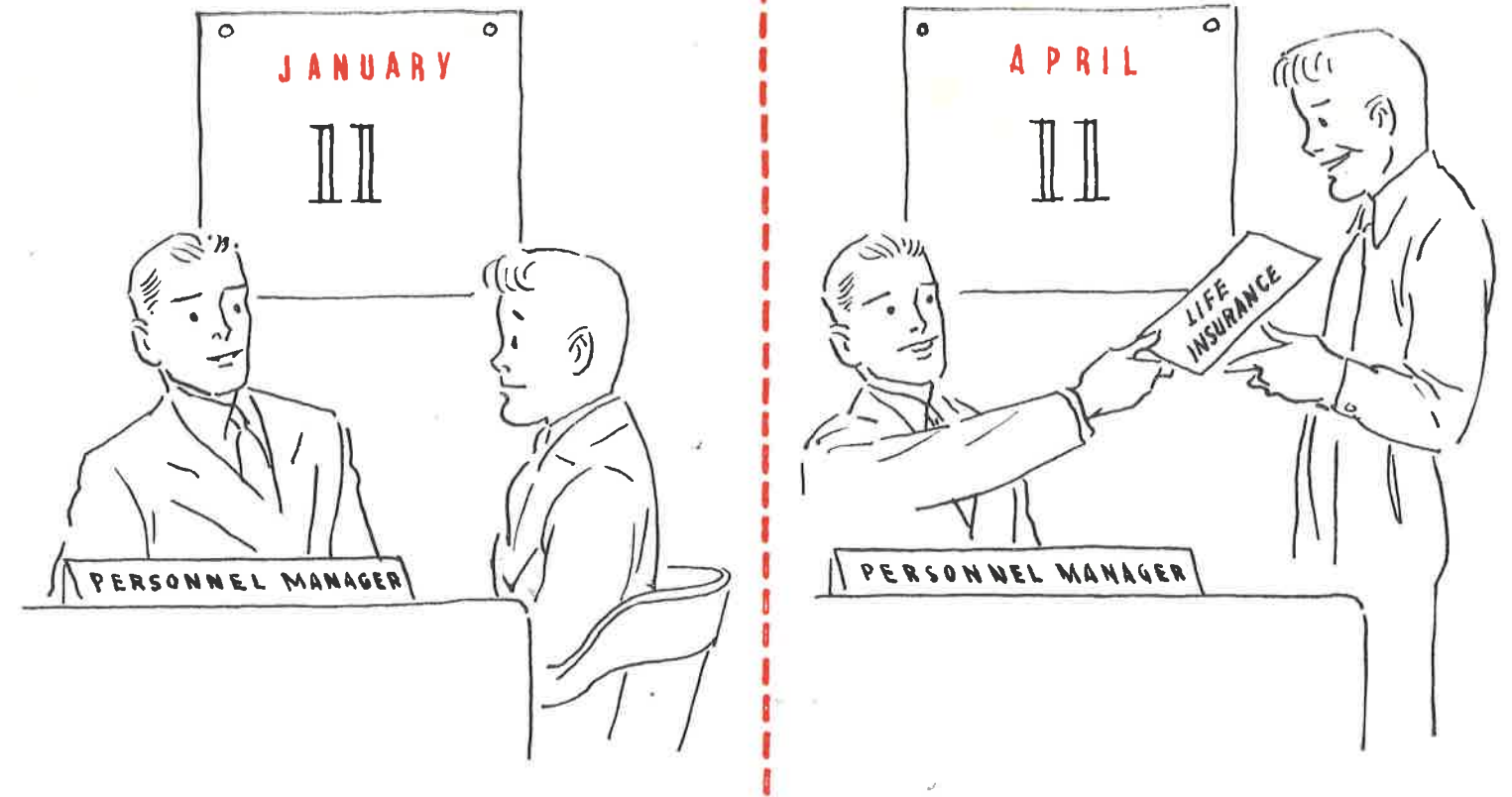
A PLAN FOR LIFE INSURANCE



At my death, I know the family will receive some ready cash from the PHILIP MORRIS Life Insurance Plan.

I don't have to worry about the premiums because my Company pays these.

When do I get life insurance under this plan?



If I hold a regular, full-time job with PHILIP MORRIS, I will get free life insurance immediately after I have been with the Company 3 months.

If I am not actively at work when I otherwise become eligible, I will get this life insurance on the day I return.