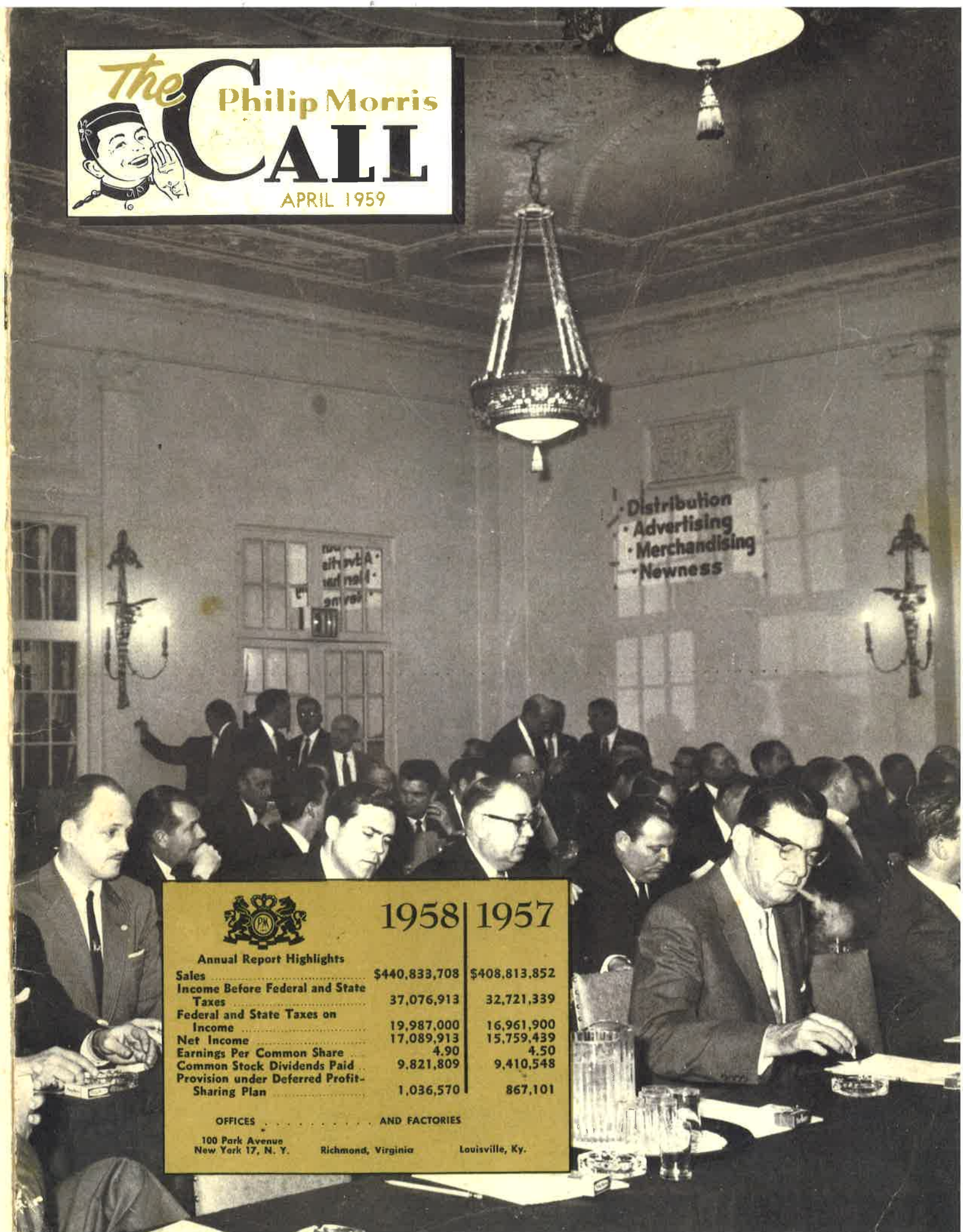




The Philip Morris
CALL
 APRIL 1959



	1958	1957
Annual Report Highlights		
Sales	\$440,833,708	\$408,813,852
Income Before Federal and State Taxes	37,076,913	32,721,339
Federal and State Taxes on Income	19,987,000	16,961,900
Net Income	17,089,913	15,759,439
Earnings Per Common Share	4.90	4.50
Common Stock Dividends Paid	9,821,809	9,410,548
Provision under Deferred Profit-Sharing Plan	1,036,570	867,101
OFFICES AND FACTORIES		
100 Park Avenue New York 17, N. Y.	Richmond, Virginia	Louisville, Ky.

A First-hand Look

VIRGINIA STUDENTS VISIT PHILIP MORRIS, RICHMOND



Mysteries of the flip-top box are investigated by Foreman Leighton Laws (right) and three men from Virginia's Graduate Business School at the Stockton Street Factory.

stemmed leaf repacked in large hogsheads for the long aging period.

Then the group set out for our Stockton Street Plant. Here they investigated the intricate manufacturing and packing operations. They were introduced to the careful quality control checks that make sure each pack of cigarettes is as fine and flavorful as modern production methods can make it.

Throughout the students' trip, experts in all phases of our work were called on to explain each machine and each process. And by the end of their visit all 48 were impressed by the precision and exactness of what they had seen.

Similar groups from the University examine our operations yearly and have been doing so since 1954. They always report most favorably on what they have seen so we are sure they enjoy these trips. We know we enjoy showing them what we do and how well we do it.

Richmond plants swung wide the door for 48 graduate students from the University of Virginia last month. This group is one of many that tour our plants each year.

Led by Professor Maurice V. Davier of the Charlottesville Business Administration Graduate School, these men from all parts of the United States received a first-hand look at the complex operations of cigarette manufacture.

Beginning their visit at the loading platforms of the Stemmary, the men were shown the preliminary processing that tobacco must undergo after its purchase by Philip Morris. Next they saw the cleaned and



Ed Tharrington, timekeeper at the Greenleaf Stemmary, points to one of the many devices used there to remove veins and stems from leaf tobacco.

A group of students move in close for a look at incoming hogsheads of tobacco. Far right is Professor Maurice V. Davier, group moderator.



Industrial engineer Matt Slovic and three Charlottesville graduate students watch stems mechanically pulled from leaves of burley.



Leafman Frank Jett (back to camera) explains one of the first steps in stemming tobacco, the removal of stem ends from the tips of tobacco leaves.



Students get first-hand information on ways and means of processing tobacco from stemmary engineer Joe Saunders.



Personnel section's Jim Frye (second from right) gives University students a close-up view of a stemming machine in one of Richmond's plants.