

COUNTRY: U.S.A.

QUARTER ENDING:

NAME OF COMPETITOR: PHILIP MORRIS, INC.

MARCH 31, 1975

<u>Sales:</u>	<u>QUARTER:</u>	<u>Trend</u>	<u>Advertising</u>	<u>Change In Campaign Theme</u>
Total Cigarette Market: (Millions)	137.9	Steady		
Philip Morris, Inc. % Share	23.13%	Progressive		
Brand Market Shares:				
Benson & Hedges	4.40%	Progressive	Benson & Hedges	None
Marlboro	14.96%	Progressive	Marlboro	None
Parliament	1.67%	Steady	Parliament	None
Philip Morris	.33%	Steady	Philip Morris	None
Virginia Slims	1.44%	Steady	Virginia Slims	None

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Merchandising

Person & Images

Major Promotions

None

Incentives

Free stationery & envelopes with carton purchase of 10000 versions.

Trade Mark Activity

"Seal of Philip Morris" for cigarettes
"Mentor" for cigarettes

Marlboro

None

Great Wall poster free with purchase of carton of any style Marlboro

Parliament

None

None

Virginia Slims

None

Female request cover for \$4.95 and 2 bottom panels of Virginia Slims. Incorporated "Glady Jersey" for \$6.00 and 2 bottom panels of Virginia Slims

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NAME OF CONTRIBUTOR: PHILIP MORRIS, INC.

PUBLIC RELATIONS

CORPORATE ACTIVITY

Philip Morris, Inc. announced plans to seek \$213 million by offering \$125 million of new 10 year notes and two million additional common shares to the public. Its directors also voted to increase the quarterly dividend on the common to 22½ cents a share from 20 cents.

Philip Morris, Inc. announced acquisition of Companhia De Fumos Santa Cruz, the former Brazilian affiliate of American Cigarette Company, Inc., Newbury, Germany.

Philip Morris, Inc. in its 1974 annual report showed higher operating income for each of its five operating companies. Philip Morris U.S.A. increased revenues 15.2% to \$1.5 billion with increased cigarette volume of 6.4%; Philip Morris International posted operating revenues of \$987 million, up 7.8%, with cigarette volume up 11.5%; Philip Morris Inc. had operating revenues of \$403.6 million, up 46.1%; Philip Morris Inc. had operating revenues of \$155.4 million, up 17.6%; and Winston-David Company reported operating revenues of \$61.7 million, down 7.8%. Although operating income increased 15.8% to \$4.8 million. Consolidated corporate revenues in 1974 were \$3 billion, up 15.7% from 1973. Corporate net earnings rose 16.1% to \$175.5 million. Fully diluted earnings per share were \$3.07, up 17.6% from 1973.

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No change in corporate public relations activity.

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