

CIGARETTE REPORT FORM

- (1) YEAR COVERED: 1985
- (2) BRAND FAMILY NAME: LUCKY STRIKE
- (3) VARIETY DESCRIPTION: Low tar, king size, filter, hard pack
- (4) PRODUCT LENGTH: King
- (5) FILTER: X NONFILTER: _____ (check one)
- (6) HARD PACK: X SOFT PACK: _____ (check one)
- (7) MENTHOL: _____ NONMENTHOL: X (check one)
- (8) PACK SIZE SOLD: 20's
- (9) "TAR": 11 mg NICOTINE: 0.8 mg (Jan. '85 Report)
- (10) VARIETY UNIT SALES: 238,282
- (11) VARIETY DOLLAR SALES: 6,117,778
- (12) FIRST SALES DATE: _____ LAST SALES DATE: _____

REPORTABLE EXPENDITURES

- (13) CAT-A-EXPENSES: 2,303
- (14) CAT-B-EXPENSES: 3,890
- (15) CAT-C-EXPENSES: 741
- (16) CAT-D-EXPENSES: 71,445
- (17) CAT-E-EXPENSES: -
- (18) CAT-F-EXPENSES: 193
- (19) CAT-G-EXPENSES: 12,787
- (20) CAT-H-EXPENSES: 95,614
- (21) CAT-I-EXPENSES: 291,095
- (22) CAT-J-EXPENSES: 155,718
- (23) CAT-K-EXPENSES: 476,722
- (24) CAT-L-EXPENSES: 85,208
- (25) CAT-M-EXPENSES: 26,055
- (26) TOTAL REPORTABLE EXPENDITURES FOR VARIETY: 1,221,771