

LOBILLARD

P. D. 1001

ADVERTISING EXP. - SUMMARY BY BRAND

MAY 1973

SCHEDULE No. 402

THIS MONTH						YEAR TO DATE									
ACTUAL			BUDGET			ACTUAL			BUDGET		ACTUAL UNDER (OVER) BUDGET				
1	767	746	1	475	000	Kent	13	014	030	13	684	000	169	970	
589	449		445	000	Old Gold	3	812	913	3	934	000	121	037		
341	517		-		Newport	3	178	517	3	500	000	321	463		
810	448		634	000	True	5	532	098	5	820	000	287	902		
139	169		145	000	Beech-Nut		270	229		438	000	167	771		
144	816		-		Big Red		589	921		197	000	(392	921)		
196	884		76	000	Erik		965	146		686	000	(279	146)		
1	387		53	000	Omega		393	387		478	000	84	613		
183			-		BETWEEN-THE-ROCKS		1	617		-		(1	617)		
					NEW PRODUCTS										
					PRODUCT "M"										
					PRODUCT "X"										
					PRODUCT "XL"										
					PRODUCT "XR"										
					Maverick										
					Stag										
					Atlantis										
					Bounty										
					Shannon										
					ERIK (MPPG)										
					Redford										
					PRODUCT "W"										
					PRODUCT "Y"										
4	003	048	2	891	000	Domestic	28	049	523	28	737	000	1	617	477
2	62	561	2	247	739	Export	2	653	307	2	785	522	728	215	
4	370	609	3	205	739	Total	30	702	830	30	746	522	1	259	692
					PREPARED BY: ADVERTISING DEPT.										
					DATE: 6/5/73										

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