

LORILLARD  
(000)

P.O. 18338

GROSS SALES DOLLARS-DOMESTIC TAX PAID  
(CIGARETTES) (SEA STORES OMITTED)

12 MOS. ENDING DEC 19 77

SCHEDULE No. 102-A

THIS MONTH		CIGARETTES	YEAR TO DATE		
ACTUAL	BUDGET		ACTUAL	BUDGET	LAST YEAR
12,425	11,723	KENT KING	153,772	149,016	172,222
7,101	7,511	KENT 100'S	90,211	91,333	85,222
2,318	2,771	KENT BOX	4,221	4,064	5,222
9,522	10,551	KENT LIGHTS	101,871	113,852	102,222
-	-	KENT 100'S GOLD	-	-	-
-	-	KENT SPECIAL MILD	-	-	-
420	480	KENT MENTHOL 100'S	6,221	7,023	2,567
1,065	1,230	KENT LIGHTS MENTHOL	12,221	18,977	5,721
4,621	1,920	KENT LIGHT 100'S	28,221	14,075	-
1,221	219	KENT LIGHT MEN. 100'S	7,221	7,023	-
36,564	35,443	TOTAL KENT	414,111	405,373	286,027
6,162	6,041	TRUE BLUE KING	6,195	6,643	52,796
2,611	2,154	TRUE MENTHOL KING	3,221	2,972	26,567
2,922	3,222	TRUE BLUE 100'S	3,221	3,048	21,154
1,521	1,510	TRUE MENTHOL 100'S	17,221	16,294	12,526
13,279	13,267	TOTAL TRUE	150,221	143,977	116,062
5,021	5,404	NEWPORT KING	5,197	60,501	51,072
1,022	7,002	NEWPORT 100'S	11,221	11,293	7,140
2,093	2,123	NEWPORT BOX	2,121	23,715	17,121
662	-	NEWPORT LIGHT	4,221	-	-
8,802	8,567	TOTAL NEWPORT	100,177	95,259	60,536
2,690	3,230	OLD GOLD FILTER KING	35,652	38,945	29,212
525	404	OLD GOLD FILTER 100'S	6,775	5,320	2,185
114	42	OLD GOLD FILTER BOX	1,121	675	1,825
57	34	OLD GOLD REGULAR	6,121	676	422
263	196	OLD GOLD KING	2,172	2,380	2,167
424	-	OLD GOLD FILTER LIGHT	2,362	-	-
4,022	3,926	TOTAL OLD GOLD	49,121	47,716	56,182
211	255	SPRING	2,121	2,440	2,012
-	-	L.T.BROWN FILTER 120'S	(5)	-	82
-	-	L.T.BROWN MENTHOL 120'S	-	-	25
-	-	TOTAL L. T. BROWN	(5)	-	107
774	775	MAX FILTER 120'S	9,022	9,030	2,271
467	434	MAX MENTHOL 120'S	5,171	4,150	2,214
1,201	1,332	TOTAL MAX	14,221	14,550	12,072
64,145	62,692	TOTAL CIGARETTES	732,252	709,345	727,222
-	67	OTHERS	-	675	-
-	-	ASSORTED RETURNS	-	-	-
64,145	62,759	TOTAL CIGARETTES	732,252	710,020	727,222

GAD.  
DATE:

93475626