



THE  
AMERICAN  
TOBACCO  
COMPANY

AT 625 (1-91)

Memorandum

To Mr. R. E. Smith  
Vice President Strategic Analysis & Market Development

From Mr. C.T. Guss  
Assistant Controller - Financial Services

Ref. [REDACTED]

RECEIVED

Date August 23, 1993  
AUG 23 1993

MARKETING-SALES  
BUDGETS & FORECASTING

Attached are the following estimates of 1994 Operating Contribution by quarter:

- Realistic
- Optimistic
- Pessimistic

As discussed, these are "rough" estimates since 1994 budget data is still coming in, and, we have not completed formatting our "normal" 1994 software. Marketing - Domestic is used as the balancing number to maintain year operating contribution at \$100,000 M.

CG

CTG:kjs

cc: E. J. Gesell  
T. P. Kriz  
D. S. Johnston  
M. J. McCarthy  
J. M. Ockers  
G. T. Touger