

OUTDOOR COMPETITIVE TOBACCO EXPENDITURES AS OF JUL 1987  
MFR/BRAND SUMMARY

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MFR/BRAND	CURRENT MONTH			CURRENT QUARTER			YEAR-TO-DATE		
	COST	RANK	% MKT	COST	RANK	% MKT	COST	RANK	% MKT
PHILIP MORRIS	6318845	2	34.4	6318845	2	34.4	44211460	2	34.3
BENSON & HEDGES DELUX LIG	1425	43	0.0	1425	43	0.0	7207786	6	5.6
BENSON & HEDGES DLX ULTRA	2505	42	0.0	2505	42	0.5	2505	54	0.0
BENSON & HEDGES LIGHTS	89581	22	0.5	89581	22	0.5	89581	39	0.1
BLUES	45	45	.	.	45	.	636062	23	0.5
CAMBRIDGE	193826	20	1.1	193826	20	1.1	785613	20	0.6
CAMBRIDGE CORPORATE TOUR	542970	10	3.0	542970	10	3.0	542970	25	0.4
MARLBORO	1318	44	0.0	1318	44	0.0	22998	46	0.0
MARLBORO LIGHTS	1682927	5	8.1	1482927	5	8.1	13621567	4	10.6
MARLBORO 25'S	1270922	6	6.9	1270922	6	6.9	7767807	5	6.0
MERIT	1498076	46	8.2	1498076	46	.	157215	33	0.1
MERIT SCIENCE TEST	112220	35	0.1	112220	35	0.1	5885773	7	4.6
PARLIAMENT	3259991	13	1.8	3259991	13	1.8	1788887	17	1.4
VIRGINIA SLIMS	8331380	7	4.5	8331380	7	4.5	5494573	9	4.3
VIRGINIA SLIMS ULTRA LIGH	667094	25	0.4	667094	25	0.4	185683	32	0.1
R.J. REYNOLDS CAMEL 100'S	35541	6	0.2	35541	6	0.2	71082	6	0.1
R.J.REYNOLD	7554082	1	40.0	7354082	1	40.0	53725535	1	41.7
BRIGHT	822170	47	4.5	822170	47	.	58515454	52	0.0
CAMEL LIGHTS	2739	8	0.0	2739	8	4.5	315853	8	4.5
CENTURY	31095	28	0.2	31095	28	0.2	762425	22	0.6
DORAL	71920	23	0.4	71920	23	0.4	2392404	15	1.9
KIM	68	68	.	.	48	.	20631	49	0.0
MAGNA	69570	24	0.4	69570	24	0.4	451737	26	0.4
MORE	194956	19	1.1	194956	19	1.1	1069963	19	0.8
REAL	49	49	.	.	49	.	32880	44	0.0
RITZ	28114	29	0.2	28114	29	0.2	4029652	11	3.1
SALEM	2868874	1	15.6	2868874	1	15.6	158735	3	10.8
SALEM LIGHTS	14525	34	0.1	14525	34	0.1	240527	30	0.2
SALEM LIGHTS 100'S	50	50	.	.	50	.	92252	38	0.1
VANTAGE	197139	18	1.1	197139	18	1.1	4766357	10	3.7
WINSTON	2818088	2	15.3	2818088	2	15.3	19030433	1	14.8
WINSTON LIGHTS	234892	17	1.3	234892	17	1.3	7755656	21	0.6
AMERICAN BRANDS	802596	5	4.4	802596	5	4.4	4751870	5	3.7
CARLTON	367699	12	2.0	367699	12	2.0	3066469	13	2.4
MALIBU	131773	21	0.7	131773	21	0.7	247346	29	0.2
PALL MALL	303124	14	1.6	303124	14	1.6	1438055	18	1.1