

TABLE III  
HERITAGE STORE AUDITS  
LEXINGTON

	<u>11/2/81</u>	<u>11/16</u>	<u>11/30</u>	<u>12/14</u>	<u>12/28</u>	<u>1/11</u>	<u>1/25</u>
<u>LORILLARD</u>	8.62%	8.73%	8.78%	8.93%	8.92%	8.91%	8.92%
Heritage KS	.11	.15	.17	.19	.18	.19	.21
" 100	.12	.13	.14	.16	.15	.15	.16
" Total	.23	.28	.31	.35	.33	.35	.37
Kent III	1.51	1.53	1.48	1.42	1.42	1.43	1.42
Triumph	.93	.99	.98	.96	1.02	1.01	1.00
True	2.00	1.95	1.93	2.02	2.01	2.01	2.02
Golden Lights	2.03	2.05	2.09	2.12	2.10	2.11	2.11
Kent	1.22	1.21	1.23	1.23	1.22	1.21	1.23
Newport	.23	.23	.26	.25	.27	.29	.27
Other Lorillard	.47	.49	.50	.58	.55	.50	.50
<u>REYNOLDS</u>	33.16	32.80	32.69	32.69	32.60	32.98	33.30
More Lights 100	.78	.76	.84	.84	.82	.86	.88
Now	1.45	1.45	1.48	1.51	1.49	1.54	1.47
Vantage	6.17	6.20	6.16	6.24	6.29	6.30	6.37
Winston	11.12	10.81	10.60	10.63	10.51	10.71	10.84
Salem Slim 100's	-	-	-	-	-	.02	.10
" Other	7.34	7.26	7.28	7.16	7.19	7.28	7.34
" Total	7.34	7.26	7.28	7.16	7.19	7.30	7.44
Camel	4.48	4.46	4.49	4.49	4.50	4.51	4.53
Other Reynolds	1.82	1.86	1.84	1.82	1.80	1.76	1.77
<u>PHILIP MORRIS</u>	26.34	26.38	26.32	26.07	26.25	26.04	26.05
Merit	6.85	6.92	6.93	7.03	7.08	6.98	6.88
B & H	2.92	2.88	2.92	2.83	2.89	2.88	2.90
Marlboro	11.36	11.24	11.04	10.75	10.75	10.73	10.74
Virginia Slims	3.05	3.16	3.15	3.14	3.18	3.14	3.19
Other P.M.	2.16	2.18	2.28	2.32	2.35	2.31	2.34
<u>BROWN &amp; WILLIAMSON</u>	17.50	17.57	17.52	17.67	17.56	17.58	17.43
Barclay	3.61	3.78	3.70	3.80	3.76	3.73	3.58
Kool Ultra Lights	-	-	-	-	-	.02	.08
" Other	7.86	7.86	7.80	7.68	7.60	7.54	7.62
" Total	7.86	7.86	7.80	7.68	7.60	7.56	7.70
Viceroy	2.46	2.35	2.37	2.43	2.43	2.51	2.46
Raleigh	2.45	2.46	2.48	2.57	2.59	2.59	2.56
Other B & W	1.12	1.12	1.17	1.19	1.18	1.19	1.13
<u>AMERICAN</u>	8.86	8.73	8.81	8.94	9.12	9.05	8.97
Carlton	2.77	2.68	2.75	2.77	2.83	2.91	2.91
Pall Mall	3.69	3.63	3.61	3.64	3.69	3.65	3.60
Tareyton	1.28	1.29	1.30	1.30	1.32	1.32	1.28
Other American	1.12	1.13	1.15	1.23	1.28	1.17	1.18
<u>ALL OTHERS</u>	5.52	5.79	5.88	5.70	5.55	5.44	5.33
Generics	3.11	3.25	3.24	3.11	2.95	2.94	2.81

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