

% OF COMPANY SALES BY PACK SIZE: 1970 AND 1974

Percentage Sales of:	70MM		% Change In Sales	80MM		% Change In Sales	85MM		% Change In Sales	100MM		% Chan In Sal
	1970	1974		1970	1974		1970	1974		1970	1974	
Total Industry	9.4	6.1	-26.5	6.1	8.2	+51.4	65.6	61.2	+5.2	18.7	24.4	+46.8
R. J. Reynolds	17.3	12.3	-20.8	1.3	2.7	+134.9	66.8	66.5	+10.6	14.6	18.5	+41.6
Philip Morris	0.8	0.3	-43.1	32.2	30.7	+45.5	38.0	36.0	+44.4	29.0	33.0	+73.5
Brown & Williamson	2.1	1.2	-33.3	--	0.3	--	84.6	79.4	+10.7	13.3	19.1	+69.2
American Brand	14.8	11.2	-31.5	--	--	--	62.0	58.4	-15.0	23.2	30.4	+18.3
P. Lorillard	0.4	0.2	-40.0	2.9	4.1	+51.1	79.9	72.8	-0.8	16.8	22.9	+48.7
Liggett & Myers	7.6	4.8	-50.0	1.5	1.1	-40.0	74.9	70.0	-25.4	16.0	24.1	+20.6

Source: Maxwell Fact Book, March 31, 1975