

1981 ADVERTISING BUDGETS - *Cigarettes - September Only*
 ESTIMATED MONTHLY BREAKDOWN - (\$000) - *As of 8/20/81*

	TOTAL	1ST QUARTER ACTUAL	APRIL ACTUAL	MAY	JUNE	JULY	ESTIMATED AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
CARLTON - ALL SIZES								2652			
TAREYTON LIGHTS								542			
PALL MALL LIGHT 100S FILTER								746			
								962			
PALL MALL LIGHT 100S LOW TAR MENTH								7			
EXPORT ADVERTISING								27			
MARKETING DEPT. EXPENSES								98			
TOTALS								4225 4072			

*T. Brown, Jr. Estimate
 JRC Estimate 8/20*