

## 8 YEAR PROJECTION OF INDUSTRY AND PHILIP MORRIS SALES

February 9, 1983

1983-1991

	- A C T U A L -						- P R O J E C T I O N S -								
	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991
Industry	600.96	603.09	609.89	616.71	626.48	622.31	622.78	629.14	631.53	634.15	636.39	639.26	639.41	644.87	646.38
% Change over Previous Year	+0.6	+0.4	+1.1	+1.1	+1.6	-0.7	+0.1	+1.0	+0.4	+0.4	+0.4	+0.5	0.0	+0.9	+0.2
Actual Calendar Weeks	52.00	52.00	52.26	52.40	52.15	52.18	52.00	52.26	52.21	52.19	52.15	52.18	52.00	52.26	52.21
Industry Adjusted to 52.2 Weeks	603.27	605.41	609.18	614.36	627.03	622.50	625.18	628.41	631.42	634.25	636.95	639.46	641.87	644.12	646.27
Adjusted % Change	+1.2	+0.4	+0.6	+0.9	+2.1	-0.7	+0.4	+0.5	+0.5	+0.4	+0.4	+0.4	+0.4	+0.4	+0.3
Total P.M.-U.S.A. Sales	159.98	168.44	176.94	191.19	199.44	204.43	210.50	219.57	227.35	235.27	243.10	251.23	258.32	267.62	275.36
% Change over Previous Year	+5.2	+5.3	+5.0	+8.1	+4.3	+2.5	+3.0	+4.3	+3.5	+3.5	+3.3	+3.3	+2.8	+3.6	+2.9
P.M.-U.S.A. Adjusted to 52.2 Weeks	160.60	169.09	176.74	190.45	199.62	204.49	211.31	219.31	227.31	235.31	243.31	251.31	259.31	267.31	275.31
Adjusted % Change	+5.9	+5.3	+4.5	+7.8	+5.1	+2.4	+3.3	+3.8	+3.6	+3.5	+3.4	+3.3	+3.2	+3.1	+3.0
P.M. Share of Industry	26.62	27.93	29.01	30.99	31.83	32.85	33.80	34.90	36.00	37.10	38.20	39.30	40.40	41.50	42.60
Increase in Share	+1.17	+1.31	+1.08	+1.98	+0.84	+1.02	+0.95	+1.10	+1.10	+1.10	+1.10	+1.10	+1.10	+1.10	+1.10
P.M. Volume Difference															
Actual		+8.46	+8.50	+14.25	+8.25	+ 4.99	+6.07	+9.07	+7.78	+7.92	+7.83	+8.13	+7.09	+9.30	+7.74
Adjusted to 52.2 Weeks		+8.49	+7.65	+13.71	+9.17	+ 4.87	+6.82	+8.00	+8.00	+8.00	+8.00	+8.00	+8.00	+8.00	+8.00

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Brand and Packing	Actual 1982	1983	1984	1985	1986	1987	1988	1989	1990	1991
Marlboro Box	5.61	5.57	5.53	5.49	5.45	5.41	5.38	5.35	5.32	5.29
Marlboro Soft Pack	5.50	5.47	5.44	5.41	5.38	5.35	5.33	5.31	5.29	5.27
Total Red	11.11	11.04	10.97	10.90	10.83	10.76	10.71	10.66	10.61	10.56
Marlboro 100's Box	.76	.79	.82	.84	.86	.88	.90	.92	.94	.96
Marlboro 100's S.P.	1.85	1.87	1.89	1.91	1.93	1.95	1.97	1.99	2.01	2.03
Total 100's	2.61	2.66	2.71	2.75	2.79	2.83	2.87	2.91	2.95	2.99
Marlboro Lights 85's Box	.95	1.05	1.15	1.23	1.31	1.38	1.43	1.48	1.53	1.58
Marlboro Lights 85's S.P.	2.72	2.92	3.04	3.15	3.23	3.31	3.38	3.44	3.49	3.53
Marlboro Lights 100's S.P.	1.58	1.67	1.76	1.85	1.94	2.02	2.10	2.17	2.24	2.30
Total Marlboro Lights	5.25	5.64	5.95	6.23	6.48	6.71	6.91	7.09	7.26	7.41
Marlboro Menthol	.26	.25	.25	.25	.24	.24	.24	.23	.23	.23
Total Marlboro	19.23	19.59	19.88	20.13	20.34	20.54	20.73	20.89	21.05	21.19
B&H 100's Gold Box	.14	.12	.10	.08	.07	.06	.05	.04	.03	.02
B&H 100's Gold S.P.	1.20	1.08	1.03	.98	.93	.88	.84	.80	.76	.72
Total Gold	1.34	1.20	1.13	1.06	1.00	.94	.89	.84	.79	.74
B&H 100's Green Box	.09	.07	.05	.03	.02	.01	*	*	*	*
B&H 100's Green S. P.	1.07	1.04	1.00	.96	.92	.88	.84	.80	.76	.72
Total Green	1.16	1.11	1.05	.99	.94	.89	.84	.80	.76	.72
Total Gold & Green	2.50	2.31	2.18	2.05	1.94	1.83	1.73	1.64	1.55	1.46
B&H 100's Lights Regular	.92	.85	.89	.93	.97	1.01	1.04	1.07	1.10	1.13
B&H 100's Lights Menthol	.78	.70	.73	.76	.79	.82	.85	.88	.91	.94
Total B&H Lights	1.70	1.55	1.62	1.69	1.76	1.83	1.89	1.95	2.01	2.07
B&H Ultra Lts. Regular	.30	.72	.77	.82	.87	.91	.95	.99	1.03	1.07
B&H Ultra Lts. Menthol	.21	.50	.55	.60	.65	.69	.73	.77	.81	.85
Total B&H Ultra Lts.	.51	1.22	1.32	1.42	1.52	1.60	1.68	1.76	1.84	1.92
Total B&H	4.71	5.08	5.12	5.16	5.22	5.26	5.30	5.35	5.40	5.45
B&H Regular	*	*	*	*	*	*	*	*	*	*
B&H King	.01	.01	.01	.01	.01	.01	.01	.01	.01	.01
Total B&H DeLuxe	.01	.01	.01	.01	.01	.01	.01	.01	.01	.01
Merit 85's Regular	1.84	1.80	1.82	1.84	1.86	1.88	1.90	1.92	1.94	1.96
Merit 85's Menthol	.30	.30	.31	.31	.32	.32	.32	.33	.33	.33
Total Merit 85's	2.14	2.10	2.13	2.15	2.18	2.20	2.22	2.25	2.27	2.29
Merit 100's Regular	1.19	1.21	1.25	1.29	1.33	1.37	1.41	1.45	1.49	1.53
Merit 100's Menthol	.26	.26	.26	.27	.27	.28	.28	.29	.29	.30
Total Merit 100's	1.45	1.47	1.51	1.56	1.60	1.65	1.69	1.74	1.78	1.83
Merit Ultra Lts. 85's Reg.	.41	.45	.48	.51	.54	.57	.60	.63	.66	.69
Merit Ultra Lts. 85's Men.	.14	.15	.16	.17	.18	.19	.20	.21	.22	.23
Total Merit Ultra Lts. 85's	.55	.60	.64	.68	.72	.76	.80	.84	.88	.92
Merit Ultra Lts. 100's Reg.	.25	.28	.31	.34	.37	.40	.43	.46	.49	.52
Merit Ultra Lts. 100's Men.	.11	.12	.13	.14	.15	.16	.17	.18	.19	.20
Total Merit Ultra Lts. 100's	.36	.40	.44	.48	.52	.56	.60	.64	.68	.72
Total Merit	4.50	4.57	4.72	4.87	5.02	5.17	5.31	5.47	5.61	5.76
Virginia Slims Regular	.67	.66	.65	.64	.63	.62	.61	.60	.59	.58
Virginia Slims Menthol	.59	.58	.57	.56	.55	.54	.53	.52	.51	.50
Total Slims Parent	1.26	1.24	1.22	1.20	1.18	1.16	1.14	1.12	1.10	1.08
Virginia Slims Lights Reg.	.57	.58	.59	.60	.61	.62	.63	.64	.65	.66
Virginia Slims Lights Men.	.66	.68	.69	.70	.71	.72	.73	.74	.75	.76
Total Virginia Slims Lts.	1.23	1.26	1.28	1.30	1.32	1.34	1.36	1.38	1.40	1.42
Total Virginia Slims	2.49	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50
Parliament Lights Box	.35	.33	.31	.29	.27	.25	.23	.21	.19	.18
Parliament Lights S.P.	.30	.28	.26	.24	.22	.20	.18	.17	.16	.15
Total Parl. Lts. 80/85's	.65	.61	.57	.53	.49	.45	.41	.38	.35	.33
Parliament Lights 100's	.44	.43	.42	.41	.40	.40	.40	.39	.39	.38
Total Parliament Lights	1.09	1.04	.99	.94	.89	.85	.81	.77	.74	.71
Saratoga Regular	.23	.22	.21	.20	.20	.19	.19	.18	.18	.17
Saratoga Menthol	.11	.10	.09	.09	.08	.08	.07	.07	.06	.06
Total Saratoga	.34	.32	.30	.29	.28	.27	.26	.25	.24	.23
Cambridge Box	*	*	*	*	*	*	*	*	*	*
Cambridge S.P.	.05	.03	.02	.01	*	*	*	*	*	*
Cambridge 100's	.13	.12	.11	.10	.09	.08	.06	.04	.02	.01
Total Cambridge	.18	.15	.13	.11	.09	.08	.06	.04	.02	.01
Multifilter Non-Menthol	.08	.08	.07	.06	.05	.04	.03	.02	.01	.01
Multifilter Menthol	.01	.01	*	*	*	*	*	*	*	*
Total Multifilter	.09	.09	.07	.06	.05	.04	.03	.02	.01	.01
Philip Morris Regular	.02	.01	.01	*	*	*	*	*	*	*
Philip Morris King	.12	.11	.10	.09	.08	.07	.06	.05	.04	.03
Total Philip Morris	.14	.12	.11	.09	.08	.07	.06	.05	.04	.03
AT & T	.05	.05	.04	.04	.03	.03	.03	.02	.02	.02
English Ovals	.02	.02	.02	.02	.02	.01	.01	.01	.01	.01
All Others										
Total Existing Brands	32.85	33.54	33.89	34.22	34.53	34.83	35.11	35.38	35.65	35.93
New Product	0	.26	1.01	1.78	2.57	3.37	4.19	5.02	5.85	6.67
TOTAL P.M. - U.S.A.	32.85	33.80	34.90	36.00	37.10	38.20	39.30	40.40	41.50	42.60

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P. M. - U.S.A.  
8 YEAR MARKET SALES  
1983 - 1991  
VOLUME  
(000,000)

	Actual 1982	1983	1984	1985	R 1986	O 1987	E 1988	C 1989	T 1990	I 1991
<b>Land Packing</b>										
Marlboro Box	34,936	34,690	34,780	34,660	34,555	34,420	34,395	34,210	34,310	34,195
Marlboro Soft Pack	34,216	34,075	34,225	34,170	34,110	34,055	34,060	33,940	34,100	34,065
Total Red	69,152	68,765	69,005	68,830	68,665	68,475	68,455	68,150	68,410	68,260
Marlboro 100's Box	4,753	4,915	5,160	5,305	5,450	5,595	5,755	5,885	6,065	6,205
Marlboro 100's S.P.	11,496	11,655	11,890	12,065	12,235	12,400	12,595	12,725	12,965	13,120
Total 100's	16,249	16,570	17,050	17,370	17,685	17,995	18,350	18,610	19,030	19,325
Marlboro Lights 85's Box	5,880	6,545	7,235	7,770	8,305	8,780	9,140	9,465	9,865	10,215
Marlboro Lights 85's S.P.	16,945	18,165	19,125	19,895	20,475	21,055	21,605	21,995	22,505	22,820
Marlboro Lights 100's S.P.	9,833	10,405	11,075	11,685	12,300	12,845	13,425	13,875	14,445	14,870
Total Marlboro Lights	32,658	35,115	37,435	39,350	41,080	42,680	44,170	45,335	46,815	47,905
Marlboro Menthol	1,583	1,530	1,560	1,560	1,540	1,535	1,535	1,475	1,475	1,470
Total Marlboro	119,642	121,980	125,050	127,110	128,970	130,685	132,510	133,570	135,730	136,960
B&H 100's Gold Box	871	745	630	510	445	380	320	255	195	130
B&H 100's Gold S.P.	7,470	6,725	6,480	6,190	5,900	5,600	5,370	5,115	4,900	4,655
Total Gold	8,341	7,470	7,110	6,700	6,345	5,980	5,690	5,370	5,095	4,785
B&H 100's Green Box	568	435	320	190	125	65	45	30	15	5
B&H 100's Green S. P.	6,661	6,485	6,290	6,060	5,835	5,600	5,350	5,100	4,890	4,655
Total Green	7,229	6,920	6,610	6,250	5,960	5,665	5,395	5,130	4,905	4,660
Total Gold & Green	15,570	14,390	13,720	12,950	12,305	11,645	11,085	10,500	10,000	9,445
B&H 100's Lights Regular	5,691	5,295	5,600	5,875	6,150	6,425	6,640	6,830	7,095	7,305
B&H 100's Lights Menthol	4,878	4,360	4,590	4,800	5,010	5,215	5,425	5,625	5,865	6,075
Total B&H Lights	10,569	9,655	10,190	10,675	11,160	11,640	12,065	12,455	12,960	13,380
B&H Ultra Lts. Regular	1,861	4,495	4,845	5,180	5,510	5,785	6,060	6,320	6,630	6,905
B&H Ultra Lts. Menthol	1,308	3,115	3,460	3,790	4,115	4,390	4,660	4,915	5,215	5,485
Total B&H Ultra Lts.	3,169	7,610	8,305	8,970	9,625	10,175	10,720	11,235	11,845	12,390
Total B&H	29,308	31,655	32,215	32,595	33,090	33,460	33,870	34,190	34,805	35,215
B&H Regular	2	2	1	1	*	*	*	*	*	*
B&H King	78	68	59	59	55	55	50	50	45	45
Total B&H DeLuxe	80	70	60	60	55	55	50	50	45	45
Merit 85's Regular	11,425	11,210	11,450	11,620	11,790	11,960	12,150	12,275	12,480	12,670
Merit 85's Menthol	1,894	1,870	1,930	1,950	2,015	2,030	2,060	2,100	2,130	2,155
Total Merit 85's	13,319	13,080	13,380	13,570	13,805	13,990	14,210	14,375	14,610	14,825
Merit 100's Regular	7,433	7,530	7,885	8,150	8,440	8,720	8,990	9,275	9,600	9,865
Merit 100's Menthol	1,611	1,600	1,635	1,685	1,720	1,770	1,810	1,860	1,900	1,940
Total Merit 100's	9,044	9,130	9,520	9,835	10,160	10,490	10,800	11,135	11,500	11,805
Merit Ultra Lts. 85's Reg.	2,534	2,815	3,020	3,225	3,430	3,625	3,845	4,025	4,255	4,460
Merit Ultra Lts. 85's Men.	851	930	1,010	1,080	1,140	1,215	1,280	1,350	1,410	1,485
Total Merit Ultra Lts. 85's	3,385	3,745	4,030	4,305	4,570	4,840	5,125	5,375	5,665	5,945
Merit Ultra Lts. 100's Reg.	1,566	1,745	1,950	2,150	2,345	2,540	2,760	2,925	3,150	3,360
Merit Ultra Lts. 100's Men.	688	750	820	885	950	1,025	1,095	1,150	1,235	1,295
Total Merit Ultra Lts. 100's	2,254	2,495	2,770	3,035	3,295	3,565	3,855	4,075	4,385	4,655
Total Merit	28,002	28,450	29,700	30,745	31,830	32,885	33,990	34,960	36,160	37,230
Virginia Slims Regular	4,192	4,090	4,070	4,040	4,010	3,950	3,890	3,840	3,810	3,760
Virginia Slims Menthol	3,678	3,615	3,590	3,545	3,485	3,435	3,390	3,320	3,290	3,230
Total Slims Parent	7,870	7,705	7,660	7,585	7,495	7,385	7,280	7,160	7,100	6,990
Virginia Slims Lights Reg.	3,528	3,615	3,715	3,790	3,865	3,950	4,020	4,090	4,170	4,255
Virginia Slims Lights Men.	4,109	4,240	4,340	4,420	4,500	4,580	4,665	4,720	4,845	4,900
Total Virginia Slims Lts.	7,637	7,855	8,055	8,210	8,365	8,530	8,685	8,810	9,015	9,155
Total Virginia Slims	15,507	15,560	15,715	15,795	15,860	15,915	15,965	15,970	16,115	16,145
Parliament Lights Box	2,162	2,045	1,950	1,830	1,700	1,590	1,470	1,330	1,230	1,165
Parliament Lights S.P.	1,910	1,755	1,635	1,515	1,385	1,270	1,150	1,075	1,035	970
Total Parl. Lts. 80/85's	4,072	3,800	3,585	3,345	3,085	2,860	2,620	2,405	2,265	2,135
Parliament Lights 100's	2,712	2,675	2,640	2,600	2,565	2,555	2,540	2,505	2,490	2,465
Total Parliament Lights	6,784	6,475	6,225	5,945	5,650	5,415	5,160	4,910	4,755	4,600
Saratoga Regular	1,447	1,380	1,320	1,260	1,240	1,220	1,200	1,170	1,150	1,130
Saratoga Menthol	673	625	575	550	525	500	465	440	415	380
Total Saratoga	2,120	2,005	1,895	1,810	1,765	1,720	1,665	1,610	1,565	1,510
Cambridge Box	15	10	5	*	*	*	*	*	*	*
Cambridge S.P.	291	185	120	65	45	30	25	15	10	5
Cambridge 100's	787	765	720	660	555	500	365	250	140	90
Total Cambridge	1,093	960	845	725	600	530	390	265	150	95
Multifilter Non-Menthol	542	510	445	380	320	255	200	135	85	50
Multifilter Menthol	35	30	25	20	15	10	5	*	*	*
Total Multifilter	577	540	470	400	335	265	205	135	85	50
Philip Morris Regular	117	90	70	50	40	30	25	20	15	10
Philip Morris King	773	670	620	550	490	435	380	310	270	210
Total Philip Morris	890	760	690	600	530	465	405	330	285	220
One	332	319	275	240	220	200	180	160	140	120
Two	13	12	11	10	9	8	7	6	5	4
English Ovals	25	24	23	22	21	20	19	18	17	16
All Others	56	65	65	65	65	60	60	60	60	60
Total Existing Brands	204,429	208,875	213,239	216,122	219,000	221,683	224,476	226,234	229,917	232,270
New Product	0	1,625	6,331	11,228	16,270	21,417	26,754	32,086	37,703	43,090
TOTAL P.M. - U.S.A.	204,429	210,500	219,570	227,350	235,270	243,100	251,230	258,320	267,620	275,360

\*Less than 500,000

Source: https://www.industrydocuments.ucsf.edu/docs/khfk0130

PHILIP MORRIS U.S.A.  
COMPARATIVE SALES REPORT  
(000,000)

DECEMBER 1982

10.4%

CONFIDENTIAL

	MONTH-				YEAR TO DATE-			
	1982	1981	-PERCENT ACTUAL	CHG.- ADJ.	1982	1981	-PERCENT ACTUAL	CHG.- ADJ.
MARLBORO 80'S	2,495	3,083	-19.1	-17.3	34,936	35,448	-1.4	-1.5
MARLBORO 85'S	2,412	2,951	-18.3	-16.5	34,216	34,638	-1.2	-1.3
TOTAL MARLBORO RED	4,907	6,034	-18.7	-16.9	69,152	70,086	-1.3	-1.4
MARLBORO 100'S BOX	350	403	-13.1	-11.2	4,753	4,473	6.3	6.2
MARLBORO 100'S SOFT	824	982	-16.1	-14.3	11,496	11,171	2.9	2.8
TOTAL MARLBORO 100'S	1,174	1,385	-15.2	-13.4	16,249	15,644	3.9	3.8
MARLBORO LIGHTS 85'S BOX	466	448	4.1	6.4	5,880	4,410	33.3	33.3
MARLBORO LIGHTS 85'S SOFT	1,278	1,344	-4.9	-2.8	16,945	14,814	14.4	14.3
MARLBORO LIGHTS 100'S	743	787	-5.6	-3.6	9,833	8,383	17.3	17.2
TOTAL MARLBORO LIGHTS	2,487	2,579	-3.5	-1.4	32,658	27,607	18.3	18.2
MARLBORO MENTHOL	66	122	-45.7	-44.5	1,583	1,432	10.5	10.5
TOTAL MARLBORO	8,634	10,120	-14.7	-12.8	119,642	114,769	4.2	4.2
B&H 100'S BOX	55	84	-34.4	-32.9	871	956	-8.8	-8.9
B&H 100'S REGULAR	513	691	-25.8	-24.2	7,470	8,063	-7.4	-7.4
TOTAL B&H 100'S GOLD	568	775	-26.8	-25.1	8,341	9,019	-7.5	-7.6
B&H 100'S BOX MENTHOL	36	54	-33.9	-32.4	568	618	-8.1	-8.2
B&H 100'S MENTHOL	462	603	-23.4	-21.7	5,661	6,893	-3.4	-3.4
TOTAL B&H 100'S GREEN	498	657	-24.2	-22.6	7,229	7,511	-3.8	-3.8
TOTAL B&H 100'S GOLD/GREEN	1,066	1,432	-25.6	-24.0	15,570	16,530	-5.8	-5.9
B&H 100'S LIGHTS REGULAR	337	539	-37.4	-36.0	5,691	5,982	-4.9	-4.9
B&H 100'S LIGHTS MENTHOL	286	472	-39.6	-38.2	4,878	5,308	-8.1	-8.2
TOTAL B&H 100'S LIGHTS	623	1,011	-38.4	-37.0	10,569	11,290	-6.4	-6.4
B&H 100'S ULTRA LTS REGULAR	257	0	100.0	100.0	1,861	0	100.0	100.0
B&H 100'S ULTRA LTS MENTHOL	153	0	100.0	100.0	1,308	0	100.0	100.0
TOTAL ULTRA LTS	410	0	100.0	100.0	3,169	0	100.0	100.0
TOTAL B&H 100'S	2,099	2,443	-14.1	-12.2	29,308	27,820	5.4	5.3
MERIT 85'S REGULAR	791	1,015	-22.1	-20.3	11,425	12,266	-6.9	-6.9
MERIT 85'S MENTHOL	117	175	-33.0	-31.5	1,894	2,245	-15.6	-15.7
TOTAL MERIT 85'S	908	1,190	-23.7	-22.0	13,319	14,511	-8.2	-8.3
MERIT 100'S REGULAR	523	656	-20.3	-18.5	7,433	7,743	-3.6	-3.7
MERIT 100'S MENTHOL	97	153	-36.4	-35.0	1,611	1,970	-18.2	-18.3
TOTAL MERIT 100'S	620	809	-23.3	-21.6	9,044	9,713	-6.6	-6.7
MERIT ULTRA LTS 85'S NM	186	200	-6.9	-4.9	2,534	2,210	14.6	14.6
MERIT ULTRA LTS 85'S MEN	50	73	-31.7	-30.2	851	1,065	-20.1	-20.1
TOTAL MERIT ULTRA LTS 85	236	273	-13.5	-11.6	3,385	3,275	3.3	3.3
MERIT ULTRA LTS 100'S NM	122	66	84.8	88.9	1,566	384	100.0	100.0
MERIT ULTRA LTS 100'S MEN	41	40	3.1	5.4	688	265	100.0	100.0
TOTAL MERIT ULTRA LTS 100	163	106	54.0	57.4	2,254	649	100.0	100.0
TOTAL MERIT	1,927	2,378	-18.9	-17.1	28,002	28,118	-0.4	-0.5
VIRGINIA SLIMS REG	285	370	-23.1	-21.4	4,192	4,226	-0.8	-0.9
VIRGINIA SLIMS MEN	243	334	-27.2	-25.6	3,678	3,877	-5.1	-5.2
TOTAL V.S. REG/MEN	528	704	-25.0	-23.4	7,870	8,103	-2.9	-2.9
V.S. LIGHTS REG	242	299	-19.1	-17.3	3,528	3,323	6.2	6.1
V.S. LIGHTS MEN	271	370	-26.6	-25.0	4,109	4,122	-0.3	-0.4
TOTAL V.S. LIGHTS	513	669	-23.3	-21.6	7,637	7,445	2.6	2.5
TOTAL VIRGINIA SLIMS	1,041	1,373	-24.2	-22.5	15,507	15,548	-0.3	-0.3
PARLIAMENT LIGHTS BOX	142	197	-28.2	-26.6	2,162	2,260	-4.3	-4.4
PARLIAMENT LIGHTS SOFT	121	180	-32.4	-30.9	1,910	2,094	-8.8	-8.8
TOTAL PARL LIGHTS 80/85	263	377	-30.2	-28.7	4,072	4,354	-6.5	-6.5
PARLIAMENT LIGHTS 100	181	248	-27.2	-25.6	2,712	2,787	-2.7	-2.7
TOTAL PARLIAMENT LIGHTS	444	625	-29.0	-27.5	6,784	7,141	-5.0	-5.0
SARATOGA REGULAR	91	135	-32.3	-30.8	1,447	1,532	-5.5	-5.6
SARATOGA MENTHOL	38	63	-39.7	-38.3	673	736	-8.5	-8.5
TOTAL SARATOGA	129	198	-34.6	-33.2	2,120	2,268	-6.5	-6.6
CAMBRIDGE BOX	1	1	-60.9	-60.0	15	27	-45.1	-45.1
CAMBRIDGE SOFT PACK	13	28	-55.6	-54.6	291	420	-30.6	-30.7
CAMBRIDGE 100'S	37	79	-52.9	-51.9	787	1,024	-23.1	-23.2
TOTAL CAMBRIDGE	51	108	-53.7	-52.7	1,093	1,471	-25.7	-25.7
MULTIFILTER REGULAR	28	54	-48.6	-47.5	542	650	-16.7	-16.7
MULTIFILTER MENTHOL	1	3	-55.2	-54.3	35	42	-17.2	-17.3
TOTAL MULTIFILTER	29	57	-49.0	-47.9	577	692	-16.7	-16.8
PHILIP MORRIS REGULAR	5	11	-51.0	-50.0	117	134	-12.5	-12.5
PHILIP MORRIS KING SIZE	42	73	-43.1	-41.8	773	960	-10.1	-10.1
TOTAL P.M. REGULAR & KING	47	84	-44.1	-42.9	890	994	-10.4	-10.4
ALPINE	16	32	-49.7	-48.6	322	393	-15.3	-15.4
B&H REGULAR & KING SIZE	5	8	-43.7	-42.4	80	90	-10.7	-10.8
GALAXY	0	1	-58.9	-57.9	13	15	-15.6	-15.6
ENGLISH OVALS	1	2	-48.7	-47.5	25	28	-10.7	-10.8
ALL OTHERS	3	6	-40.9	-39.6	54	89	-38.9	-38.9
TOTAL CIGARETTES-PM USA	14,428	17,437	-17.3	-15.4	204,429	199,436	2.5	2.4
TOTAL NET-SALES-PM USA	\$361,840	\$344,470	-5.0		\$4,347,744	\$3,758,723	15.7	

82 81  
69152 70,086  
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COMMENT: Current month's sales 1982 were light due to the terms of the latest price increase. The calendar is even; however, the weighting favored 1981 for December and 1982 for the year-to-date. Included in all others are:

P.M.I. Regular 2,202M  
P.M.I. Menthol 204M  
Hi-Lite 30M

28,617 28,663

PHILIP MORRIS INTERNATIONAL  
COMPARATIVE SALES REPORT  
(000,000)

DECEMBER 1982

**CONFIDENTIAL**

	MONTH			YEAR TO DATE		
	1982	1981	PERCENT CHANGE	1982	1981	PERCENT CHANGE
MARLBORO BOX	2,229	1,599	39.3	28,047	26,119	7.4
MARLBORO SP	551	719	-23.4	8,528	7,715	10.5
TOTAL MARLBORO RED	2,780	2,318	19.9	36,575	33,834	8.1
MARLBORO LIGHTS	95	85	11.0	1,054	946	11.4
MARLBORO MENTHOL	3	3	-1.9	70	52	36.1
MARLBORO 100'S	263	145	81.5	2,322	1,910	21.5
TOTAL MARLBORO	3,141	2,551	23.1	40,021	36,742	8.9
TOTAL MULTIFILTER	2	0	100.0	21	28	-26.5
PHILIP MORRIS 100'S	0	0	100.0	3	3	-5.0
PM LIMITED EDITION	4	0	100.0	24	28	-13.2
PM INTL PRINCESS	4	4	-5.6	50	129	-61.3
PAXTON	0	0	-100.0	15	14	6.1
PARL LIGHTS 80-85	4	12	-65.7	131	156	-15.8
PARLIAMENT LTS 100	76	5	100.0	478	359	33.1
TOTAL PARLIAMENT LTS	80	17	100.0	609	515	18.3
TOTAL B&H 100'S GOLD	25	30	-14.7	373	501	-25.5
TOTAL B&H 100'S GREEN	28	21	34.2	352	417	-15.7
TOTAL B&H 100'S LIGHTS	20	23	-13.2	236	218	8.1
TOTAL B&H 100'S	73	74	-0.1	961	1,136	-15.5
TOTAL VIRGINIA SLIMS	16	12	40.5	153	148	3.4
SARATOGA REGULAR	4	9	-55.8	67	85	-20.7
SARATOGA MENTHOL	2	1	100.0	17	17	0.3
TOTAL SARATOGA	6	10	-40.3	84	102	-17.2
PLUS 120'S	0	0	18.6	8	15	-47.3
MERIT 85'S REG(B+SP)	54	42	27.8	560	532	5.4
MERIT 85'S MEN(B+SP)	4	5	-14.6	62	61	1.9
TOTAL MERIT 85'S	58	47	23.5	622	593	5.0
MERIT 100'S REG	44	12	100.0	228	206	10.7
MERIT 100'S MEN	0	0	-21.2	4	3	38.4
TOTAL MERIT 100'S	44	12	100.0	232	209	11.0
MERIT ULTRA LTS. REG	1	0	100.0	8	2	100.0
MERIT ULTRA LTS MEN	0	0	100.0	1	0	100.0
TOTAL MERIT ULT LTS	1	0	100.0	9	2	100.0
TOTAL MERIT	103	59	74.8	863	804	7.4
EVE	3	5	-35.1	68	135	-49.6
L&M	33	44	-23.8	466	441	5.7
CHESTERFIELD N-FTR	18	9	100.0	217	181	20.1
CHESTERFIELD FTR	3	2	38.5	64	180	-64.2
TOTAL CHESTERFIELD	21	11	92.3	281	361	-21.9
LARK KING	67	88	-24.0	1,517	2,624	-42.2
LARK BOX	10	2	100.0	123	133	-7.4
LARK 100	23	3	100.0	545	708	-23.0
LARK MILDS	63	4	100.0	1,260	1,332	-5.4
LARK MILD 100'S	13	0	100.0	297	20	100.0
TOTAL LARK	176	97	81.0	3,742	4,817	-22.3
ALL OTHERS	0	1	-75.1	10	20	-47.4
TOTAL CIGARETTES-PM INTL	3,662	2,885	26.9	47,382	45,438	4.3
NET SALES-CIGARETTES-INTL.	\$66,305	\$44,690	48.4	\$819,235	\$689,409	18.8
PROCESSED TOBACCO EXPORT	5,892	1,858	100.0	66,349	66,651	-0.5
TOTAL NET SALES-PM INTL.	\$83,020	\$49,764	66.8	\$1,006,393	\$847,641	18.7
TOTAL CIGARETTES	18,090	20,323	-11.0	251,812	244,874	2.8
TOTAL NET SALES	\$444,859	\$394,234	12.8	\$5,354,137	\$4,606,365	16.2

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DECEMBER 1982

CONFIDENTIAL

	MONTH				YEAR TO DATE			
	1982	1981	-PERCENT- ACTUAL	CHG.- ADJ.	1982	1981	-PERCENT- ACTUAL	CHG.- ADJ.
MARLBORO 80'S	2,495	3,093	-19.1	-17.3	34,936	35,448	-1.4	-1.5
MARLBORO 85'S	2,412	2,951	-18.3	-16.5	34,216	34,638	-1.2	-1.3
TOTAL MARLBORO RED	4,907	6,034	-18.7	-16.9	69,152	70,086	-1.3	-1.4
MARLBORO 100'S BOX	350	403	-13.1	-11.2	4,753	4,473	6.3	6.2
MARLBORO 100'S SOFT	824	982	-16.1	-14.3	11,496	11,171	2.9	2.8
TOTAL MARLBORO 100'S	1,174	1,385	-15.2	-13.4	16,249	15,644	3.9	3.8
MARLBORO LIGHTS 85'S BOX	466	448	4.1	6.4	5,880	4,410	33.3	33.3
MARLBORO LIGHTS 85'S SOFT	1,278	1,344	-4.9	-2.8	16,945	14,814	14.4	14.3
MARLBORO LIGHTS 100'S	743	787	-5.6	-3.6	9,833	8,383	17.3	17.2
TOTAL MARLBORO LIGHTS	2,487	2,579	-3.5	-1.4	32,658	27,607	18.3	18.2
MARLBORO MENTHOL	66	122	-45.7	-44.5	1,583	1,432	10.5	10.5
TOTAL MARLBORO	9,634	10,120	-14.7	-12.8	119,642	114,769	4.2	4.2
B&H 100'S BOX	55	84	-34.4	-32.9	871	956	-8.8	-8.9
B&H 100'S REGULAR	513	691	-25.8	-24.2	7,470	8,063	-7.4	-7.4
TOTAL B&H 100'S GOLD	568	775	-26.8	-25.1	8,341	9,019	-7.5	-7.6
B&H 100'S BOX MENTHOL	36	54	-33.9	-32.4	568	618	-8.1	-8.2
B&H 100'S MENTHOL	462	603	-23.4	-21.7	6,661	6,893	-3.4	-3.4
TOTAL B&H 100'S GREEN	498	657	-24.2	-22.6	7,229	7,511	-3.8	-3.8
TOTAL B&H 100'S GOLD/GREEN	1,066	1,432	-25.6	-24.0	15,570	16,530	-5.8	-5.9
B&H 100'S LIGHTS REGULAR	337	539	-37.4	-36.0	5,691	5,982	-4.9	-4.9
B&H 100'S LIGHTS MENTHOL	286	472	-39.6	-38.2	4,878	5,308	-8.1	-8.2
TOTAL B&H 100'S LIGHTS	623	1,011	-38.4	-37.0	10,569	11,290	-6.4	-6.4
B&H 100'S ULTRA LTS REGULAR	257	0	100.0	100.0	1,861	0	100.0	100.0
B&H 100'S ULTRA LTS MENTHOL	153	0	100.0	100.0	1,308	0	100.0	100.0
TOTAL ULTRA LTS	410	0	100.0	100.0	3,169	0	100.0	100.0
TOTAL B&H 100'S	2,099	2,443	-14.1	-12.2	29,308	27,820	5.4	5.3
MERIT 85'S REGULAR	791	1,015	-22.1	-20.3	11,425	12,266	-6.9	-6.9
MERIT 85'S MENTHOL	117	175	-33.0	-31.5	1,894	2,245	-15.6	-15.7
TOTAL MERIT 85'S	908	1,190	-23.7	-22.0	13,319	14,511	-8.2	-8.3
MERIT 100'S REGULAR	523	656	-20.3	-18.5	7,433	7,713	-3.6	-3.7
MERIT 100'S MENTHOL	97	153	-36.4	-35.0	1,611	1,970	-18.2	-18.3
TOTAL MERIT 100'S	620	809	-23.3	-21.6	9,044	9,683	-6.6	-6.7
MERIT ULTRA LTS 85'S NM	186	200	-6.9	-4.9	2,534	2,210	14.6	14.6
MERIT ULTRA LTS 85'S MEN	50	73	-31.7	-30.2	851	1,065	-20.1	-20.1
TOTAL MERIT ULTRA LTS 85	236	273	-13.5	-11.6	3,385	3,275	3.3	3.3
MERIT ULTRA LTS 100'S NM	122	66	84.8	88.9	1,566	384	100.0	100.0
MERIT ULTRA LTS 100'S MEN	41	40	3.1	5.4	688	265	100.0	100.0
TOTAL MERIT ULTRA LTS 100	163	106	54.0	57.4	2,254	649	100.0	100.0
TOTAL MERIT	1,927	2,378	-18.9	-17.1	28,002	28,118	-0.4	-0.5
VIRGINIA SLIMS REG	285	370	-23.1	-21.4	4,192	4,226	-0.8	-0.9
VIRGINIA SLIMS MEN	243	334	-27.2	-25.4	3,678	3,877	-5.1	-5.2
TOTAL V.S. REG/MEN	528	704	-25.0	-23.4	7,870	8,103	-2.9	-2.9
V.S. LIGHTS REG	242	299	-19.1	-17.3	3,528	3,323	6.2	6.1
V.S. LIGHTS MEN	271	370	-26.6	-25.0	4,109	4,122	-0.3	-0.4
TOTAL V.S. LIGHTS	513	669	-23.3	-21.6	7,637	7,445	2.6	2.5
TOTAL VIRGINIA SLIMS	1,041	1,373	-24.2	-22.5	15,507	15,548	-0.3	-0.3
PARLIAMENT LIGHTS BOX	142	197	-28.2	-26.6	2,162	2,260	-4.3	-4.4
PARLIAMENT LIGHTS SOFT	121	180	-32.4	-30.9	1,910	2,094	-8.8	-8.8
TOTAL PARL LIGHTS 80/85	263	377	-30.2	-28.7	4,072	4,354	-6.5	-6.5
PARLIAMENT LIGHTS 100	181	248	-27.2	-25.6	2,712	2,787	-2.7	-2.7
TOTAL PARLIAMENT LIGHTS	444	625	-29.0	-27.5	6,784	7,141	-5.0	-5.0
SARATOGA REGULAR	91	135	-32.3	-30.8	1,447	1,532	-5.5	-5.6
SARATOGA MENTHOL	38	63	-39.7	-38.3	673	736	-8.5	-8.5
TOTAL SARATOGA	129	198	-34.6	-33.2	2,120	2,268	-6.5	-6.6
CAMBRIDGE BOX	1	1	-60.9	-60.0	15	27	-45.1	-45.1
CAMBRIDGE SOFT PACK	13	28	-55.6	-54.6	291	420	-30.6	-30.7
CAMBRIDGE 100'S	37	79	-52.9	-51.9	787	1,024	-23.1	-23.2
TOTAL CAMBRIDGE	51	108	-53.7	-52.7	1,093	1,471	-25.7	-25.7
MULTIFILTER REGULAR	28	54	-48.6	-47.5	542	650	-16.7	-16.7
MULTIFILTER MENTHOL	1	3	-55.2	-54.3	35	42	-17.2	-17.3
TOTAL MULTIFILTER	29	57	-49.0	-47.9	577	692	-16.7	-16.8
PHILIP MORRIS REGULAR	5	11	-51.0	-50.0	117	134	-12.5	-12.5
PHILIP MORRIS KING SIZE	42	73	-43.1	-41.8	773	960	-10.1	-10.1
TOTAL P.M. REGULAR & KING	47	84	-44.1	-42.9	890	994	-10.4	-10.4
ALPINE	16	32	-49.7	-48.6	332	393	-15.3	-15.4
B&H REGULAR & KING SIZE	5	8	-43.7	-42.4	80	90	-10.7	-10.8
GALAXY	0	1	-58.9	-57.9	13	15	-15.6	-15.6
ENGLISH OVALS	1	2	-48.7	-47.5	25	28	-10.7	-10.8
ALL OTHERS	3	6	-40.9	-39.6	54	89	-38.9	-38.9
TOTAL CIGARETTES-PM USA	14,428	17,437	-17.3	-15.4	204,429	199,436	2.5	2.4
TOTAL NET-SALES-PM USA	\$361,840	\$344,470	5.0		\$4,347,744	\$3,758,723	15.7	

COMMENT: Current month's sales 1982 were light due to the terms of the latest price increase. The calendar is even; however, the weighting favored 1981 for December and 1982 for the year-to-date. Included in all others are:

P.M.I. Regular 2,202M  
P.M.I. Menthol 204M  
Hi-Lite 30M

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P. M. - U. S. A.

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	Dec 1972	Dec 1971	% CHANGE	YEAR TO DATE 1972	1971	% CHANGE
Marlboro Box	2,565,634	2,471,741	3.8	31,446,436	27,807,061	13.1
Marlboro Soft Pack	2,232,097	2,163,085	3.2	27,578,078	24,561,217	12.3
TOTAL MARLBORO 80-85mm	4,797,731	4,634,826	3.5	59,024,514 <i>FF</i>	52,368,278	12.7
MARLBORO 85MM LIGHTS	198,729	85,633	100.0	2,360,331 <i>LT</i>	317,300	100.0
Marlboro 100 Box	109,043	96,730	12.7	1,266,022	1,015,479	24.7
Marlboro 100 Soft Pack	507,474	472,944	7.3	6,088,667	5,102,264	19.3
TOTAL MARLBORO 100mm	616,517	569,674	8.2	7,354,689 <i>FF</i>	6,117,743	20.2
TOTAL MARLBORO NM	5,612,977	5,290,133	6.1	68,739,534	58,803,321	16.9
Marlboro Menthol	63,598	59,933	6.1	799,480 <i>FF</i>	629,893	26.9
TOTAL MARLBORO	5,676,575	5,350,066	6.1	69,539,014	59,433,214	17.0
Benson & Hedges 100 Gold	1,015,695	988,131	2.8	12,057,951	10,815,647	11.5
Benson & Hedges 100 Green	540,177	501,197	7.8	6,205,162	5,272,398	17.7
TOTAL B & H 100	1,555,872	1,489,328	4.5	18,263,113 <i>FF</i>	16,088,045	13.5
Benson & Hedges Regular	5,729	7,411	-22.7	76,299	86,014	-11.3
Benson & Hedges King	16,951	19,758	-14.2	211,537	220,689	-4.1
TOTAL B & H REGULAR & KING	22,680	27,169	-16.5	287,836 <i>FF</i>	306,703	-6.2
Parliament Box	263,299	290,025	-9.2	3,281,752	3,273,298	0.3
Parliament Soft Pack	329,043	354,056	-7.1	4,116,027	4,082,530	0.8
TOTAL PARLIAMENT 80-85mm	592,342	644,081	-8.0	7,397,779	7,355,828	0.6
Parliament Charcoal 100	165,614	149,387	10.9	1,897,428	1,558,315	21.8
TOTAL PARLIAMENT	757,956	793,468	-4.5	9,295,207 <i>FF</i>	8,914,143	4.3
Philip Morris Regular	35,296	46,154	-23.5	473,425	545,794	-13.3
Philip Morris King	146,894	174,183	-15.7	1,896,316	2,043,147	-7.2
TOTAL PM NON-FILTER	182,190	220,337	-17.3	2,369,741	2,588,941	-8.5
Multifilter NM	161,317	189,305	-14.8	2,135,075	2,202,753	-3.1
Multifilter M	17,995	22,101	-18.6	254,922	261,388	-2.5
TOTAL MULTIFILTER	179,312	211,406	-15.2	2,389,997 <i>LT</i>	2,464,141	-3.0
Virginia Slims NM	311,008	300,208	3.6	3,670,972	3,300,858	11.2
Virginia Slims M	229,010	212,697	7.7	2,629,993	2,282,553	15.2
TOTAL VIRGINIA SLIMS	540,018	512,905	5.3	6,300,965 <i>FF</i>	5,583,411	12.9
ALPINE	141,173	159,312	-11.4	1,803,850 <i>FF</i>	1,921,842	-6.1
GALAXY	7,006	8,674	-19.2	94,547 <i>FF</i>	110,484	-14.4
ENGLISH OVALS	4,899	5,471	-10.5	61,196	64,225	-4.7
ALL OTHERS	1,792	2,009	-10.8	21,894 <i>105.2</i>	80,677	-72.9
TOTAL CIGARETTES (000) PM-USA	9,069,473	8,780,145	3.3	110,427,360	97,555,826	13.2
NET SALES-CIGARETTES-PM-USA	\$ 91,651,945	\$ 88,712,778	3.3	\$ 1,115,350,607	\$ 985,274,202	13.2
Bond Street	46,952	56,851	-17.4	653,048	685,596	-4.7
Revelation	21,851	28,700	-23.9	302,011	347,160	-13.0
Field & Stream	23,410	27,697	-15.5	358,493	405,568	-11.6
Country Doctor	1,148	1,458	-21.3	17,450	21,143	-17.5
All Others	1,945	2,427	-19.9	26,471	33,487	-21.0
TOTAL COMPANY BRANDS	95,306	117,133	-18.6	1,357,473	1,492,954	-9.1
Private Brands	68,591	79,190	-13.4	799,902	803,626	-0.5
TOTAL TOBACCO (LBS)-PM-USA	163,897	196,323	-16.5	2,157,375	2,296,580	-6.1
TOTAL NET SALES-PM-USA	\$ 91,923,163	\$ 89,045,809	3.2	\$ 1,119,064,816	\$ 939,271,567	13.1

COMMENT: The current month had two less shipping days compared to December 1971. Allowing for this difference, Total Cigarettes P.M.-U.S.A.'s increase for December 1972 adjusts to an 11.6% rate.

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PHILIP MORRIS U.S.A.  
COMPARATIVE SALES REPORT  
(000,000)

DECEMBER 1977

CONFIDENTIAL

	MONTH				YEAR TO DATE			
	1977	1976	-PERCENT ACTUAL	CHG. ADJ.*	1977	1976	-PERCENT ACTUAL	CHG. ADJ.*
MARLBORO 80'S	2,982	3,046	-2.1	2.4	36,454	37,019	-1.5	-0.9
MARLBORO 85'S	2,906	2,913	-0.2	4.1	35,514	35,219	0.8	1.5
TOTAL MARLBORO RED	5,888	5,959	-1.2	3.3	71,968	72,238	-0.4	0.2
MARLBORO 100'S BOX	330	296	11.2	16.9	3,673	3,156	16.4	17.1
MARLBORO 100'S SOFT	926	908	2.0	6.7	11,123	10,486	6.1	6.7
TOTAL MARLBORO 100'S	1,256	1,204	4.3	9.3	14,796	13,642	8.5	9.1
MARLBORO LIGHTS	774	694	11.5	16.4	8,845	7,025	25.9	26.7
MARLBORO MENTHOL	104	107	-2.7	2.2	1,295	1,302	-0.5	0.0
TOTAL MARLBORO	8,022	7,964	0.7	5.4	96,904	94,207	2.9	3.5
B&H 100'S BOX	110	136	-19.2	-15.5	1,520	1,495	1.6	2.2
B&H 100'S REGULAR	941	1,114	-15.5	-11.5	12,567	13,452	-6.6	-6.0
TOTAL B&H 100'S GOLD	1,051	1,250	-15.9	-12.0	14,087	14,947	-5.8	-5.2
B&H 100'S BOX MENTHOL	72	95	-24.3	-20.8	1,043	1,058	-1.4	-0.8
B&H 100'S MENTHOL	606	700	-13.5	-9.3	8,049	8,201	-1.9	-1.3
TOTAL B&H 100'S GREEN	678	795	-14.8	-10.7	9,092	9,259	-1.8	-1.2
TOTAL B&H 100'S GOLD/GREEN	1,729	2,045	-15.5	-11.5	23,179	24,206	-4.2	-3.7
B&H 100'S LIGHTS REGULAR	228	0	100.0	100.0	741	0	100.0	100.0
B&H 100'S LIGHTS MENTHOL	194	0	100.0	100.0	609	0	100.0	100.0
TOTAL B&H 100'S LIGHTS	422	0	100.0	100.0	1,350	0	100.0	100.0
TOTAL B&H 100'S	2,151	2,045	5.2	10.2	24,529	24,206	1.3	1.9
PARLIAMENT 80'S	209	235	-10.8	-7.0	2,633	2,842	-7.4	-6.8
PARLIAMENT 85'S	232	263	-11.8	-7.9	2,935	3,261	-10.0	-9.4
TOTAL PARLIAMENT 80-85	441	498	-11.3	-7.5	5,568	6,103	-8.8	-8.2
PARLIAMENT 100'S	236	252	-6.3	-1.9	2,873	2,855	0.6	1.2
TOTAL PARLIAMENT	677	750	-9.6	-5.6	8,441	8,958	-5.8	-5.2
VIRGINIA SLIMS REGULAR	445	438	1.6	6.3	5,131	4,998	2.6	3.3
VIRGINIA SLIMS MENTHOL	389	361	7.8	12.7	4,394	4,062	8.2	8.9
TOTAL VIRGINIA SLIMS	834	799	4.4	9.2	9,525	9,060	5.1	5.8
SARATOGA REGULAR	121	128	-5.1	-0.7	1,461	1,434	1.9	2.4
SARATOGA MENTHOL	57	65	-11.4	-7.2	706	751	-6.0	-5.5
TOTAL SARATOGA	178	193	-7.2	-2.9	2,167	2,185	-0.8	-0.3
MERIT 85'S REGULAR	675	740	-8.9	-5.1	7,653	6,189	23.7	24.4
MERIT 85'S MENTHOL	166	231	-28.0	-25.0	2,153	2,358	-8.7	-8.2
TOTAL MERIT 85'S	841	971	-13.4	-9.8	9,806	8,547	14.7	15.4
MERIT 100'S REGULAR	332	0	100.0	100.0	3,260	0	100.0	100.0
MERIT 100'S MENTHOL	101	0	100.0	100.0	1,218	0	100.0	100.0
TOTAL MERIT 100'S	433	0	100.0	100.0	4,478	0	100.0	100.0
TOTAL MERIT	1,274	971	31.1	36.9	14,284	8,547	67.1	68.1
MULTIFILTER REGULAR	106	128	-17.3	-13.5	1,359	1,650	-17.7	-17.2
MULTIFILTER MENTHOL	8	11	-27.0	-23.6	111	147	-24.5	-24.1
TOTAL MULTIFILTER	114	139	-18.1	-14.3	1,470	1,797	-18.2	-17.8
PHILIP MORRIS REGULAR	18	22	-15.0	-11.0	235	275	-14.7	-14.3
PHILIP MORRIS KING SIZE	104	118	-11.7	-7.6	1,319	1,457	-9.4	-8.9
TOTAL P.M. REGULAR & KING	122	140	-12.2	-8.1	1,554	1,732	-10.3	-9.8
ALPINE	62	78	-20.7	-17.1	812	1,034	-21.5	-21.0
B&H REGULAR & KING SIZE	12	15	-26.0	-22.5	160	194	-18.1	-17.6
GALAXY	4	4	-25.2	-21.8	39	49	-23.8	-23.4
ENGLISH OVALS	4	4	-6.2	-1.9	41	45	-10.3	-9.8
ALL OTHERS	4	4	0.3	4.9	51	53	6.1	6.7
TOTAL CIGARETTES-PM USA	13,458	13,106	2.7	7.4	159,977	152,067	5.2	5.8
TOTAL NET SALES-PM USA \$	189,425	173,409	9.2		2,159,906	1,920,144	12.5	

(\*) PERCENTAGES ADJUSTED TO EQUALIZE CALENDAR DIFFERENCES

COMMENTS: Current month had one less shipping day than December, 1976. The year 1977 had two fewer shipping days than 1976.  
All others include.

	Dec. 1977	12 Mos. 1977
P.M.I. Reg.	1,305	17,264
Men.	427	5,298
Hi-Lite 100's Box	198	4,062
Players	1,359	15,861
P.M.I. Princess	10	310
Plus 120's	0	449
Specialty	0	294
Parl. Ultra Lights	0	10,414