



MANAGEMENT SCIENCE ASSOCIATES, INC.  
MARKET SCIENCE ASSOCIATES

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FACSIMILE DELIVERY REQUEST FORM	
DATE:	September 16, 1994
TO:	Barbara Weinstein
COMPA:	PM
# PAGES:	1
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EARLY WEEKLY INDUSTRY  
ESTIMATED VOLUME -  
WEEK ENDING September 16, 1994

Co.	TOTAL (000)	TOTAL SHARE	PREMIUM BRANDS (000)	PREMIUM BRANDS SHARE OF CATEGORY	DISCOUNT CATEGORY (000)	DISCOUNT CATEGORY SHARE OF CATEGORY
ATC	725,194	7.52	305,159	4.75	420,035	13.07
B&W	1,094,112	11.35	414,206	6.44	679,906	21.16
LIG	205,536	2.13	56,730	0.88	148,806	4.63
LLD	744,586	7.72	717,289	11.16	27,297	0.85
PM	4,293,098	44.53	3,455,398	53.75	837,700	26.08
RJR	2,576,878	26.73	1,478,734	23.00	1,098,144	34.18
Total	9,641,332	100.00	6,428,802	100.00	3,212,531	100.00
-.02%	9,639,404	99.98	6,427,516	99.98	3,211,888	99.98

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