

The Maxwell Consumer Report

John C. Maxwell, Jr., Managing Director

Wheat
First Securities

Butcher & Singer

THIRD-QUARTER 1993 SALES ESTIMATES FOR THE CIGARETTE INDUSTRY

November 23, 1993

John C. Maxwell, Jr.

(804) 782-3630

—ERRATA—

The following table is being revised due to some discrepancies in unit volume and ranking.

12-MONTH MOVING FOR THE LEADING BRANDS ENDING SEPTEMBER 1993						
	1992		1993		% Volume Change	Ranking
	Bil.	Share	Bil.	Share		
Philip Morris						
Marlboro	127.98	25.1 %	111.33	23.2 %	(13.0)	1
Deep Discount**	18.61	3.6	36.87	7.7	98.1	3
Benson & Hedges	16.30	3.2	12.17	2.5	(25.3)	10
Merit	15.99	3.1	11.38	2.4	(28.8)	11
Virginia Slims	13.98	2.7	11.05	2.3	(21.0)	12
RJR Nabisco						
Winston	35.64	7.0	30.94	6.5	(13.2)	4
Deep Discount**	13.92	2.7	37.81	7.9	100.0	2
Salem	25.76	5.0	18.81	3.9	(27.0)	8
Camel*	21.16	4.2	18.12	3.8	(14.4)	9
Doral	22.78	4.5	20.97	4.4	(7.9)	7
Brown & Williamson						
Deep Discount**	17.86	3.5	24.86	5.2	39.2	5
Lorillard						
Newport	24.14	4.7	22.71	4.7	(5.9)	6
Total Leading Brands	354.12	69.3	357.02	74.5	0.8	

*Includes filter and non-filter.

**Includes black & white/private labels for RJR and PM. Brown & Williamson includes GPC & Raleigh Extra (1993 only)

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APPAREL AND HOME FURNISHINGS

Apparel and Textiles

John S. Pickler, CFA (804) 782-3532
 Brenda B. Lowry (804) 782-3401

Carpet, Furniture, and Textile

John A. Baugh, CFA (804) 782-3297
 Christopher W. Rusbuldt (804) 782-3372

Ready-to-Assemble Furniture

Christopher W. Rusbuldt (804) 782-3372

COMMUNICATIONS SERVICES

Entertainment/Leisure

M. Marshall Hopkins, CFA (804) 782-3626

Media: Print, Micromarketing, Cable TV

Kenneth T. Berents (804) 782-3417
 Paul T. Sweeney (804) 782-3396

Telecommunications

Craig W. Ellis (804) 782-3658
 Donna L. Coward (804) 782-3675

CONSUMER

Branded Products/Bar Coding

E. Gray Glass, III, CFA (804) 782-3363

Food, Beverage, and Tobacco

John C. Maxwell, Jr. (804) 782-3630
 Ann P. Holden (804) 782-3553

Specialty Retailing

H. B. Thomson III (804) 782-3441
 Margaret D. Hilldrup (804) 782-3305

FINANCIAL SERVICES

Banks and Thrifts/Specialty Financial

Merrill H. Ross (804) 782-3422
 David C. Stumpf, CFA (804) 782-3320
 Faith H. Barnes (804) 782-3316

Real Estate/Insurance

Christopher P. Haley (804) 782-3708

HEALTH CARE

Healthcare Services/Medical Distribution

Lawrence C. Marsh, CFA (804) 782-3611
 Michael J. Weber (804) 782-3617

Pharmaceuticals/Drug Delivery

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INDUSTRIAL

Metals/Basic Industries

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Special Situations/Industrial

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Transportation

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