

MEMORANDUM

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 sufficient for American Tobacco Co
 to
 under 5000
 YH
 7/19/82*

DATE	July 19, 1982
TO	Mr. R. P. Truitt, Executive Vice President
FROM	P. H. Leake, Assistant Research and Development Director
REF	Monthly Returned Goods Report - June 1982

The monthly summary of cigarettes returned from the market during June 1982 and the preceding twelve months is attached.

The total quantity of 59,910,340 cigarettes returned during June is approximately 11.1 million more than reported for May 1982 and 4.0 million less than for June 1981.

Through June 1982, a total of 311,141,480 cigarettes had been returned. This is about 1.9 million less than the 313,024,240 returned during the first six months of 1981.

As of May 31, 1982, there were 18,922,100 cigarettes on hand at the Service Department at the Durham Branch for which credits had not been issued. On June 30, 1982, there were 17,059,040 cigarettes on hand for which credits had not been issued.

The DERINGER Cigars and the major brands of smoking tobacco returned during June are listed below:

<u>Little Cigars</u>	<u>Total Returns</u>	<u>Major Smoking Tobaccos</u>	<u>Total Returns (lbs)</u>
DERINGER	60,100		
		BOURBON BLEND	333
		CUTTY PIPE	56
		FIVE BROTHERS	197
		GENUINE BULL DURHAM	64
		HALF AND HALF	479
		PALADIN BLACKCHERRY	255

The quantity of smoking tobacco returned during June is 1,384 pounds, about 247 pounds less than for May 1982 and 671 pounds less than for June 1981.

Total smoking tobacco returned during 1982 amounted to 8,307 pounds, and for 1981, to 9,651 pounds.

AIF:ODL
 Attachment



cc: (Please see page 2.)

Mr. Truitt

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July 19, 1982

cc: Mr. V. B. Lougee, III
President and Chief Executive Officer

Mr. T. C. Hays
Executive Vice President

Mr. C. C. Kern, Jr.
Vice President - Manufacture and Leaf

Mr. C. H. Mullen
Vice President - Sales

Mr. T. F. McGuire
Manager - Sales Operations

✓ Mr. W. J. Moore
Advertising Director

Mr. J. H. Wells
General Sales Director

Mr. J. H. Hager
Coordinator - Leaf

Mr. E. A. Martin
Operations Planning Manager
Department of Manufacture and Leaf

Mr. R. S. Sprinkle, III
Vice President - Research and Development

Returned Goods Divided By Avg. Sales

RETURNED GOODS REPORT
THOUSANDS OF CIGARETTES RETURNED FOR INDICATED MONTH

	1981												1982											
	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JAN	FEB	MAR	APR	MAY	JUNE					
AMERICAN LIGHTS FILTER 120	26	8	88	33	11	60	35	27	18	35	27	18	28											
AMERICAN LIGHTS MENTHOL 120	15	25	57	34	23	38	42	78	20	56	49	50	46											
BULL DURHAM	55	50	115	64	90	69	81	91	58	58	43	42	5.48											
CARLTON FILTER	4344	3187	3976	2934	5351	5342	4123	3990	3245	4684	3655	2952	3412											
CARLTON FILTER BOX	1708	1101	1391	722	1358	1332	1034	1065	993	1610	1676	1267	1374											
CARLTON 100 FILTER	1979	2012	2365	1704	2386	2633	1987	2035	1315	2181	2252	2123	2283											
CARLTON 100 FILTER BOX	1162	874	985	567	841	900	988	1392	911	1513	1169	853	423											
CARLTON MENTHOL	4830	2581	2904	1705	3065	3291	3772	4580	3600	5289	5030	3888	4749											
CARLTON 100 MENTHOL	2103	1986	2354	1746	3479	3363	1812	1838	1423	2065	2205	1823	2431											
CARLTON 100 MENTHOL BOX																								
CARLTON 120 FILTER					15	41	159	198	198	437	1147	1500	2459											
CARLTON 120 MENTHOL					7	5	89	174	415	627	754	759	1577											
HALF AND HALF	177	125	187	122	159	91	125	75	62	56	72	64	4.38											
REBERT TAREYTON	843	537	745	531	680	530	564	601	460	742	691	537	624											
ICEBERG 100	284	183	154	164	208	177	199	312	138	354	275	236	6.23											
LONG JOHN'S FILTER 120			34	41	53	82	66	42	41	35	45	55	33											
LONG JOHN'S FILTER MENTHOL 120			41	32	46	72	87	121	125	125	125	174	85											
LUCKY STRIKE LOW TAR			1	1738	2536	2449	2111	2045	1408	2591	2525	2248	2615											
LUCKY STRIKE LOW TAR BOX																								
LUCKY TEN	583	595	1064	923	1162	1183	661	491	0	120	688	622	0											
LUCKY 100	863	474	774	475	677	585	516	525	455	712	831	494	591											
MONTCLAIR	186	102	187	113	240	158	189	295	165	184	158	94	133											
PALL MALL	2992	2030	2187	1784	2554	2368	1840	1732	1357	2288	2394	2153	2461											
PALL MALL FILTER KING	2504	1843	2253	1811	2526	2423	1724	1985	1459	3291	2214	1904	2419											
PALL MALL FILTER 100	2180	1532	1728	1277	1847	1727	1248	1386	948	1674	1573	1412	1764											
PALL MALL EXTRA LIGHT	2542	1739	2139	1386	2055	2030	1468	1526	1151	1832	1823	1326	1665											
PALL MALL LIGHT 100	3721	2277	3445	2391	3698	3122	2068	2121	1941	3034	3374	2627	3258											
PALL MALL LIGHT 100 LTM	2610	1807	2119	1751	3054	2860	1892	1860	1681	2711	3088	2448	2876											
SILVA THINS FILTER	2379	1334	1733	1319	1924	1750	1301	1355	1161	1709	1836	1603	2046											
SILVA THINS MENTHOL	2491	1637	1656	1132	2313	2303	1876	1782	1293	2243	2207	1862	2402											
TALL FILTER 120	473	379	532	309	494	466	486	531	299	535	567	463	734											
TALL MENTHOL 120	891	659	786	565	921	860	626	726	496	708	750	583	529											
TAREYTON 85	4735	3148	3097	2384	3427	3396	2632	2480	1948	3348	3384	2918	3430											
TAREYTON 100	2582	1806	1997	1432	2442	2205	1814	1908	1256	2115	1982	1810	2355											
TAREYTON LONG LIGHTS	3531	2452	2569	1760	3378	3471	2636	2552	2305	3376	3167	2611	3832											
TAREYTON LIGHTS	6102	4586	5097	3271	5901	5685	4026	4457	3695	6257	6242	4796	6097											
TAREYTON ULTRA LOW TAR MENTHOL	1261	722	740	600	370	982	814	781	399	881	639	472	633											
RETURNED GOODS - CREDITED	6398	44240	52112	36691	59845	58077	45211	47614	36872	59057	58852	48817	59910											
RETURNED GOODS - NOT CREDITED	7205	14319	9284	17815	12790	11698	5163	13011	17304	18172	14512	18922	17059											
ADJUSTED RETURNED GOODS	48359	51374	47057	45222	54821	57184	38476	55462	41195	59894	55192	53248	58047											