

MEMORANDUM

The American Tobacco Company

DATE	April 3, 1986
TO	(See Below)
FROM	T. C. Hays President and Chief Executive Officer
REF	

TO: Mr. E. W. Whittemore
Chairman of the Board and
Chief Executive Officer - AB

Mr. V. B. Lougee, III
President and Chief Operating
Officer - AB

Mr. W. J. Alley
Vice Chairman - AB

Cigarette industry units were down 6.1% for the first quarter, following a heavy trade load in December.

The American Tobacco Company gained share in the first quarter (7.84% 1986 compared to 7.76% last year) on a 5.1% unit decline.

For the twelve months ending March 31, 1986, the industry units were down 1.6%. ATCo. was down 4.5%.

CARLTON gained share in the first quarter on a 0.4% unit decline. With export units included, CARLTON units were up.

The LUCKY Filter franchise units were up 65%, giving the total LUCKY STRIKE franchise a 15% gain.

New LUCKY Menthol King and 100's were introduced nationally.

cc: E. T. Bonnett
D. A. Conforti
C. C. Kern, Jr.
W. J. Moore
C. H. Mullen
M. J. O'Neill ✓
V. A. Parks, Jr.
R. J. Rukeyser
R. S. Sprinkle, III