

LORILLARD INCORPORATED  
ADVERTISING  
ADVERTISING (08300000)  
SEPTEMBER 1998

(000)

CURRENT MONTH SEPTEMBER 30, 1998			9 MONTHS ENDING SEPTEMBER 30, 1998		
ACTUAL	BUDGET	LAST YEAR	ACTUAL	BUDGET	LAST YEAR
<hr/>					
-	-	1 KENT FAMILY	20	-	169
2,886	3,492	3,009 NEWPORT FAMILY	31,688	30,271	26,051
-	-	- HARLEY DAVIDSON	(1)	-	(1)
-	-	34 OLD GOLD	4	-	259
-	540	131 MAVERICK	664	3,350	2,972
-	-	16 STYLE	(1)	-	178
2	-	- NEW PRODUCTS	4	-	-
20	21	24 TRADE & CORPORATE	172	189	170
<hr/>					
2,908	4,053	3,215 TOTAL	32,550	33,810	29,798
<hr/>					

99349684