

THIS section of the TvB tabulation of national and regional spot tv billing covers advertisers spending between \$27,100 and \$117,180. It is further broken down into spending in the 201-300, 301-400 and 401-500 categories, each with a billing spread as indicated. Firms are in alphabetical order, not in order of spending within the category in which they appear.

**ADVERTISERS RANKED
BETWEEN 201-300
EXPENDITURES
\$65,250-\$117,180**

Alliance Mfg.
American Oil
American Stores
American Sugar Refining
Atlantic Refining
Avoset
Mrs. Baird's Bakery
Bardahl Oil
Bavarian Brewing
Blatz Brewing
Blue Plate Foods
Blumenthal Bros. Choc.
Breyer Ice Cream
Castro Convertible
Chesapeake & Potomac
Tel.
Chock Full O'Nuts
Jim Clinton Clothing
Stores
Continental Oil
Cunningham's Drug Store
Helene Curtis Industries
Duncan Coffee
Duquesne Brewing
Foremost Dairies
42 Products Limited
Frito
GHP Cigar
General Electric Supply
General Petroleum
General Tire & Rubber
Gold Seal
Griesedieck Bros. Brewing
Griesedieck West Brew
Grocery Store Products
Haberele Congress
Brewing
International Cellucotton
Interstate Bakeries
Gerold O. Kay & Assoc.
Keebler-Weyl Baking
Kitchen Arts Foods
Kraft Foods
G. Kreuger Brewing
Labor Savers
Lo-Calory Food
Lone Star Brewing
M.J.B. Co.
Magna Engineering

Oscar Mayer
Miller Brewing
Mission-Pak
John H. Morrell
Motorola Distributors
C. F. Mueller
Narragansett Brewing
National Airlines
National Dairy Products
Nationwide Insurance
Nehi Bottlers
Ohio Bell Telephone
Ohio Oil
Pan-Am Southern
Mrs. Paul's Kitchen
Pearl Brewing
Dr. Pepper Bottlers
Pepperidge Farm
Power Products
Pure Oil
Quaker City Chocolate
& Conf.
Rath Packing
Redco
Reddi-Wip Mfg.
Remington-Rand
Richfield Oil
Rev. Oral Roberts
Roto-Broil
S.O.S.
Schoenling Brewing
Seabrook Farms
Sears Roebuck
Seeck & Kade
Sinclair Refining
Slenderella
Southern Bell Tel.
Speedway Petroleum
Standard Brewing
Standard Oil (Calif.)
Stegmaier Brewing
Swift
Taylor-Reed
Tenilhist
S. B. Thomas
Toy Mfrs. of the U. S. A.
U. S. Rubber
Walgreen
L. E. Waterman Pen
West End Brewing
Western Airlines
Wine Growers Guild
William Wrigley Jr.
W. F. Young
Zenith Radio

**ADVERTISERS RANKED
BETWEEN 301-400
EXPENDITURES
\$40,080-\$64,510**

Abbotts Dairies
Adell Chemical
Affiliated Supermarkets
American Brewery
American Motors
American Tobacco
Atchison, Topeka &
Santa Fe

Barton Mfg.
Beatrice Food
Bekins Van & Storage
Bill Benton Clothes
Big Bear Markets
Bowman Biscuit
J. B. Branscombe
Burger Brewing
Burma-Vita
Burrus Mills
B-X Sunray Oil
Cargill
Chattanooga Medicine
Colonial Baking
Colonial Stores
Cook Paint & Varnish
Crown Zellerbach
Delta Airlines
Reuben H. Donnelly
Drug Research
East Ohio Gas
Eastco
Albert Ehlers
Jose Escalante
Ex-Lax
Fairmont Foods
Fanny Farmer Candy
Fels
Fisher-Price Toys
Great Northern Railway
Groveton Papers
Hammer Brewing Bottlers
Chr. Hansens Laboratory
Hollywood Brands
Hood Chemical
Humble Oil & Refining
Illinois Bell Tel.
Ivano
Keebler Biscuit
Kendall Foods
Kilpatrick's Bakeries
Kiwi Polish
Knudsen Creamery
John Labatt Ltd.
Lance
Lan-O-Sheen
Little Crow Milling
Magnolia Petroleum
Martin Window
Michigan Bell Tel.
National Food Club
Nuhoff Packing
North American Airlines
Northern Pacific Railroad
Northwestern Bell Tel.
Olympia Brewing
Henry F. Ortlieb
Peoples Gas, Light & Coke
Phillips Packing
Pio Wine
Pittsburgh Brewing
Quaker Oats
Radiart
Redi-Magic Milk Shake
Revlon Products
Rexall Drug Dealers
Richmond Bros.
Adam Scheidt Brewing
G. Schmidt & Sons
Scott Paper

Seapak
Selchow & Richter
Serta Assoc. Dealers
R. E. Springs
Storz Brewing
Sun Ray Drug
Sweets Co. of America
Tetley Tea
Texize Chemical
Tidy House Products
Top Pop Products
Top Value Enterprises
Toy Guidance Council
Union Pacific Railroad
United-Whelan Stores
Westinghouse Electric
White King Soap
Whitehouse
J. B. Williams
Williamson Candy
Williamson-Dickie Mfg.
Wine Advisory Board
Wise Potato Chip

**ADVERTISERS RANKED
BETWEEN 401-500
EXPENDITURES
\$27,100-\$40,070**

Allegheny County
Democrat
American Brewing
American Dairy Assn.
Anchor San. & Amer.
Heating
Arizona Brewing
Bell Bakeries
Bell Tel. of Pa.
Boyle-Midway
Brillo Mfg.
Brown & Haley
E. L. Bruce
Burry Biscuit
Charmin Paper Mills
Chesty Foods
Coffee Time Products of
America
Allen B. DuMont Labs
Eastern Air Lines
Easy Ad
Electrical Institute
Emerson Radio & Phono.
E-Z Mills
First Federal Saving &
Loan
Fitzgerald Bros. Brewing
Genessee Brewing
James C. Gill
Gillette
Glamur Products
Godchaux Sugars
Goebel Brewing
Martin L. Hall
Hekman Biscuit
Charles E. Hires Bottlers
Hi-V
H. P. Hood & Sons
Imperial Sugar
Independent Grocers All.

In-Sink-Erator Mfg.
Instant Grip
Jenney Mfg.
Jewel Tea
Kay Jewelry
Knomark Mfg.
Lanvin Parfums
H. W. Lay
Lee Optical
Louisiana State Rice Mill
Lyon Van & Storage
Manchester Hosiery Mills
Manhattan Soap
Marcal Paper Mills
Marlun Mfg.
Martin Oil
Maryland Pharmaceutical
Md.-Va. Milk Producers
McKesson & Robbins
Merchants Biscuit
Mid-Continent Petroleum
Milner Products
Minneapolis Brewing
Motorists Mutual Ins.
Murphy Prods.
New England Tel. & Tel.
New Jersey Tel.
New York Central
Railroad
Nicolay-Dancey
Nissen Baking
O-Cedar
Ohio Provision
Omar
Ore.-Wash.-Calif. Pear
Bureau
Parker Pen
Perkins Products
Petersen Baking
Charles Pfizer
Regal Amber Brewing
Rosefield Packing
S.S.S.
W. Schluderberg-T. J.
Kurdle
Jacob Schmidt Brewing
Signal Oil
Skelly Oil
F. H. Snow Canning
Southwestern Bell Tel.
Special Foods
Standard Food Markets
Sterling Breweries
Strietmann Biscuit
Stroehmann Bros.
Studebaker-Packard
Sun Drug
Sunbeam
Vic Tanneys Gym
Tidewater Associated Oil
Turn-A-Bed
Utility Appliance
Valleydale Packing
Wander
Warner Bros. Pictures
Welch Grape Juice
Westinghouse Electric
Supply

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