

1956 TV SPOT SPENDING BY BRAND

Standard Brands—Ward Drug

Squirt Soft Drink	161,750	Stern Bros. Plumbing Co. ...	\$23,400	Sweets Co. of America, Inc.	\$97,930	Thorp Finance Corp.	\$36,910	U. S. Tobacco Co.	\$524,430
Standard Brands, Inc. ...	\$1,512,780	Plumbing Supplies	23,400	Tootsie Rolls	97,930	Loans	36,910	Encore	482,580
Blue Bonnet	111,180	Stern, S. R. Labs	\$41,970	Swift & Co.	\$1,091,940	Thrift Drug Co.	\$139,320	Sano	41,850
Margarine	111,180	Duets	41,970	All Sweet Margarine	1,360	Drug Products	139,320	United Vintners, Inc.	\$228,990
Chase & Sanborn	133,520	Stewart-Warner Corp.	\$132,870	Brown N Serve Rolls	3,590	Tidewater Associated Oil ..	\$314,220	Italian Swiss Colony	61,060
Coffee Inst.	133,520	Alemite Lubricating	127,890	Brown N Serve	14,710	Ydol & Veedal	314,220	Wine	15,400
Chase & Sanborn	12,830	Systems	127,890	Sausage	450	Tidy House Products Co. ...	\$66,500	Margo Wine	130,990
Coffee Reg.	2,550	South Wind	4,980	Butter	7,360	Blu-Glostex	11,590	Petri Wines	21,540
Fleischman's Yeast	34,030	Car Heaters	4,980	Cheese	8,210	Dexol Bleach	11,810	United-Whelan Stores ..	\$154,440
Hunt Club Dog Food	803,600	Stewart's, Inc.	\$42,270	Dairy Products	9,170	Gloss Tex	12,590	Stores	77,220
Kendall Cat Food	4,550	Mayonnaise	3,380	Frozen Chicken	73,510	Perflex Cleaner	12,590	Various Products	77,220
Kendall Dog Food	219,400	Potato Chips	13,050	Frozen Foods	309,160	Shina-Dish	12,550	Utah Oil Co.	\$25,180
Tenderleaf Tea Reg.	191,120	Stewart's Cookies	25,840	Frozen Meats	94,160	Time, Inc.	\$146,910	Gas & Oil	25,180
Standard Brewing Co.	\$360,700	Stokely-Van Camp, Inc.	\$916,270	Hams	580	Life Magazine	94,330	Utah Power & Light	\$32,710
Erin Brew Beer	340,330	Honor Brand	14,710	Honey Cup	113,380	Time Magazine	52,580	Electricity	32,710
Standard Ale	7,350	Frozen Foods	14,710	Ice Cream	16,360	Tipon Corp.	\$28,020	Utility Appliance Corp. ...	\$76,950
Standard Beer	13,020	Pictsweet Frozen Foods ..	9,720	Jewel Salad Oil	10,920	Tipon	28,020	Air Conditioning	7,540
Standard Food Markets ..	\$143,610	Tenderoni Macaroni	13,820	Jewel Shortening	8,380	Tobin Packing Co., Inc.	\$35,370	Gaffers & Sattler	55,520
Humpty Dumpty	146,610	Van Camp	878,020	Martha Logan	324,550	Arpeko Meats	7,010	Ranges	13,890
Food Mkts.	146,610	Canned Foods	878,020	Cooking Schl.	11,150	First Prize Meat Prod.	28,360	Occidental Range	13,890
Standard Grocery Co.	\$46,440	Stop & Save Trading	\$75,500	Meat Products	45,430	Top Value Enterprises	\$1,041,480		
Foods	46,440	Stamp	75,500	Pard Dog Food	36,800	Top Value	1,041,480		
Standard Knitting Mills ..	\$30,310	Trading Stamps	75,500	Poultry	2,710	Trading Stamps	1,041,480		
Healthknit Underwear ..	30,310	Storz Brewing Co.	\$135,020	Table Ready Meats	2,710	Townley Dairy	\$73,040		
Standard Mattress Co.	\$20,780	Beer	135,020	Vigoro Fertilizer	2,710	Dairy Products	73,040		
Gold Bond Mattresses ..	20,780	Stretcher Read Foods, Inc. ..	22,760	Sylvan Seal Milk Co.	\$101,640	Toy Guidance Council	\$92,720		
Standard Milling Co.	\$43,640	Potato Salad	22,760	Sylvan Seal Milk	101,640	Toys	92,720		
Ceresota Flour	4,960	Strietmann Biscuit Co.	\$143,750			Trans American Air Lines. ..	\$82,690		
Heckers' Flour	38,680	Cookies & Crackers	143,750			Transogram Co., Inc.	\$26,400		
Standard Oil Co. of Calif. ..	\$474,410	Stroehmann Brothers	\$37,830			Toys	26,400		
Calso Gas	257,310	Bread	37,830			Triangle Sewing Mach. Co. ..	\$53,230		
Chevron Gas	122,200	Stroh Brewing Co.	\$401,260			Triangle Sewing Machines ..	53,230		
RPM Oil	94,900	Stroh Beer	401,260			Tri-Nut Co.	\$24,790		
Standard Oil Co. of Canada ..	\$21,280	Studebaker-Packard	\$653,210			Tri-Nut Margarine	24,790		
Gas & Oil	21,280	Corp.	653,210			Tri-State Appliance Co.	\$62,020		
Standard Oil Co. of Ind.	\$1,247,170	Packer Cars	253,750			Appliances	62,020		
Standard Gas & Oil	1,247,170	Studebaker Cars	395,610			Troll Enterprises	\$62,390		
Standard Oil Co. of Ohio ..	\$537,540	Studebaker Trucks	3,850			Easy-Add	62,390		
Boron Gasoline	5,720	Stuhmer Baking Co.	\$35,490			Tru Craft Hosiery Co.	\$55,930		
Sohio Gas & Oil	530,390	Bread	35,490			Hosiery	56,930		
Tires	1,430	Sugardale Provision Co.	\$38,840			Turner-Smith Drug Co.	\$23,400		
Standard Oil Co. of Texas ..	\$34,040	Meats	38,840			Goldoxin	20,150		
Chevron Gasoline	34,040	Sullivan, R. G., Inc.	\$72,390			Poundex	3,250		
Star-Kist Foods, Inc.	\$62,520	Dexter Cigars	41,790			Tuxedo Candy Co.	\$22,840		
French Sardines	8,690	7-20-4 Cigars	30,600			Roxbury Candy	20,670		
Star-Kist Tuna	53,830	Sun Drug Co.	\$123,760			Tuxedo Candy	2,170		
State Farm Insurance Co.	\$42,950	Drug Products	123,760						
State Line Potato Chip Co. ..	\$59,660	Sun Oil Co.	\$63,020						
Potato Chips	59,660	Sunoco Gas & Oil	63,020						
Statler Tissue Corp.	\$67,920	Sun Ray Drug Co.	\$128,700						
Statler Paper	2,380	Drug Stores	128,700						
Statler Tissues	11,170	Sunbeam Bakeries	\$22,320						
Towels	54,370	Sunbeam Bread	22,320						
Stauffer System	\$23,900	Sunbeam Corp.	\$21,070						
Figure Control	23,900	Sunbeam Appliance	580						
Stegmaier Brewing Co.	\$201,900	Sunbeam Dirs.	580						
Stegmaier Ale	15,860	Sunbeam Appliances	1,980						
Stegmaier Beer	186,040	Sunbeam Power Mower ..	18,510						
Sterling Breweries, Inc.	\$137,880	Sunnyvale Packing Co.	\$26,640						
Beer	137,880	Aunt Penny's	26,640						
Sterling Drug, Inc.	\$8,823,300	White Sauce	26,640						
Bayer Aspirin	2,994,960	Sunshine Biscuit Co.	\$810,070						
Bayer Aspirin-Children's ..	17,680	Cookies & Crackers	810,070						
Campho-Phenique	17,340	Super Valu Stores	\$30,840						
Dr. Caldwell's	229,530	Food Stores	27,080						
Laxative	229,530	Super Markets	3,760						
Dr. Lyon's Dentifrices	635,830	Superior Feed Mill, Inc.	\$77,060						
Double Danderine	114,640	Superior Poultry	77,060						
Energine	438,390	& Stock Feed	77,060						
Fizrin	1,178,190	Superior Provision Co.	\$103,900						
Fletcher's Castoria	141,970	Meats	103,900						
Haley's Boostered	101,280	Supple-Wills-Jones Milk	\$55,390						
Aspirin	101,280	Chocolate Milk	2,860						
Haley's M. O.	851,930	Dairy Products	6,850						
Instantine	145,400	Ice Cream	40,740						
Ironized Yeast	149,900	Sealtest Ice Cream	4,940						
Mollé Shaving Soap	288,090	Surgitube Products Corp.	\$36,660						
Pepsom	172,080	Surgitube Bandage	36,660						
Phillips Milk	1,262,070	Sutton, O. A., Inc.	\$20,200						
of Magnesia	1,262,070	Vornado Air Conditioner ..	20,200						
Phillips Milk of Magnesia ..	39,160	Sweat-Orr Co., Inc.	\$26,770						
Z. B. T. Baby Powder	44,860	Work Clothes	26,770						