

200 Clients Ranked By Spending

SPOT TV FIGURES (continued)

RANK	ADVERTISER	ESTIMATED EXPENDITURE
186.	Morton Packing Co.	123,200
187.	Canada Dry Co./Bottlers	123,000
188.	National Enterprises, Inc.	123,000
189.	Wm. B. Reily & Co., Inc.	122,900
190.	Monsanto Chemical Co.	122,800
191.	Emerson Drug Co.	122,700

RANK	ADVERTISER	ESTIMATED EXPENDITURE
192.	Jos. E. Schlitz Brewing Co.	122,200
193.	Bostwick Laboratories	122,200
194.	Simoniz Co.	122,100
195.	New England Confectionery	120,000
196.	D-Con Co.	119,400
197.	Speed Queen Corp.	119,100
198.	Bayuk Cigar Co.	117,900
199.	Assoc. Hospital Service	117,200
200.	Ralston Purina	117,180

*Alphabetical list of companies ranked between 201 and 500

201st to 300th (in alphabetical order) Range: \$117,180-\$65,250

ALLIANCE MFG.
AMERICAN OIL
AMERICAN STORES
AMERICAN SUGAR
ATLANTIC REFINING
AVOSET
MRS. BAIRD'S BAKERY
BARDAHL OIL
BAVARIAN BREWING
BLATZ BREWING
BLUE PLATE FOODS
BLUMENTHAL BROS. CHOC.
BREYER ICE CREAM
CASTRO CONVERTIBLE
CHES. & POT. TEL.
CHOC FULL O' NUTS
JIM CLINTON CLOTHING
CONTINENTAL OIL
CUNNINGHAM'S DRUG
HELENE CURTIS
DUNCAN COFFEE
DUQUESNE BREWING
FOREMOST DAIRIES
42 PRODUCTS LTD.
FRITO
GHP CIGAR
GENERAL ELEC. SUPPLY
GENERAL PETROLEUM
GENERAL TIRE & RUBBER
GOLD SEAL
GRIESEDIECK BREWING
GRIESEDIECK WEST BREW
GROCERY STORE PRDCTS.
HABERELE CONG. BREWING
INT. CELLUCOTTON
INTERSTATE BAKERIES
GEROLD O. KAY & ASSOC.
KEEBLER-WEYL BAKING
KITCHEN ARTS FOODS
KRAFT FOODS
G. KRUEGER BREWING
LABOR SAVERS
LO-CALORY FOOD
LONE STAR BREWING
M.J.B. COMPANY
MAGNA ENGINEERING
OSCAR MAYER & CO.
MILLER BREWING
MISSION-PAK
JOHN H. MORRELL & CO.
MOTOROLA DIST.
C. F. MUELLER
NARAGANSETT BREWING
NATIONAL AIRLINES
NATIONAL DAIRY
NATIONWIDE INSURANCE
NEHI BOTTTLERS
OHIO BELL TEL.
OHIO OIL
PAN-AM SOUTHERN
MRS. PAUL'S KITCHEN
PEARL BREWING
DR. PEPPER BOTTTLERS
PEPPERIDGE FARM
POWER PRODUCTS
PURE OIL
QUAKER CITY CHOC.
RATH PACKING
REDCO CORP.
REDDI-WIP MFG.
REMINGTON-RAND
RICHFIELD OIL
REV. ORAL ROBERTS
ROTO-BROIL
S.O.S. CO.

SCHOENLING BREWING
SEABROOK FARMS
SEARS ROEBUCK
SEECK AND KADE
SINCLAIR REFINING
SLENDERELLA
SOUTHERN BELL TEL.
SPEEDWAY PETROLEUM
STANDARD BREWING
STANDARD OIL OF CAL.
STEGMAIER BREWING
SWIFT & CO.
TAYLOR-REED
TENILHIST CO.
S. B. THOMAS
TOY MFGRS. OF 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

301st to 400th (in alphabetical order) Range: \$64,510-\$40,080

ABBOTTS DAIRIES
ADELL CHEMICAL
AFFILIATED SUP. MKTS.
AMERICAN BREWERY
AMERICAN MOTORS
AMERICAN TOBACCO
A. T. & S. F. RR.
BARTON MFG.
BEATRICE FOOD
BEKINS VAN & STORAGE
BILL BENTON CLOTHES
BIG BEAR MARKETS
BOWMAN BISCUIT
J. B. BRANSCOMBE
BURGER BREWING
BURMA-VITA
BURRUS MILLS
CARGILL INC.
CHATTANOOGA MEDICINE
COLONIAL BAKING
COLONIAL STORES
COOK PAINT & VARNISH
CROWN ZELLERBACH
B-X SUNRAY OIL
DELTA AIRLINES
REUBEN H. DONNELLY
DRUG RESEARCH
EAST OHIO GAS
EASTCO
ALBERT EHLERS
JOSE ESCALANTE
EX-LAX
FAIRMONT FOODS
FANNY FARMER CANDY
FELS & CO.
FISHER-PRICE TOYS
GREAT NORTHERN RY.
GROVETON PAPERS
HAMMER BREWING
CHR. HANSENS LAB.
HOLLYWOOD BRANDS
HDDO CHEMICAL
HUMBLE OIL
ILLINOIS BELL TEL.
IVANO
KEEBLER BISCUIT
KENDALL FOODS
KILPATRICKS BAKERIES

KIWI POLISH
KNUDSEN CREAMERY
JOHN LABATT LTD.
LANCE, INC.
LAN-O-SHEEN
LITTLE CROW MILLING
MAGNOLIA PETROLEUM
MARTIN WINDOW
MICHIGAN BELL TEL.
NATIONAL FOOD CLUB
NORTH AMERICAN AIRLINES
NORTHERN PACIFIC R.R.
NORTHWESTERN BELL TEL.
NUHOFF PACKING
OLYMPIA BREWING
HENRY F. ORTLIEB CO.
PEOPLES GAS & LIGHT
PHILLIPS PACKING
PIO WINE
PITTSBURGH BREWING
QUAKER OATS
RADIART CORP.
REDI-MAGIC MIX
REVLON PRODUCTS
REXALL DRUG
RICHMOND BROS.
ADAM SCHEIDT BREWING
G. SCHMIDT & SONS
SCOTT PAPER
SEAPAK CORP.
SELCHOW & RICHTER
SERTA ASSOC.
R. E. SPRIGGS
STORZ BREWING
SUN RAY DRUG
SWEETS CO.
TETLEY TEA
TEXIZE CHEMICAL
TIDY HOUSE PRODS.
TOP POP PRODS.
TOP VALUE ENT.
TOY GUIDANCE COUN.
UNION PACIFIC R.R.
UNITED-WHELAN
WESTINGHOUSE ELEC.
WHITE KING SOAP
WHITEHOUSE CO.
J. B. WILLIAMS CO.
WILLIAMSON CANDY
WILLIAMSON-DICKIE MFG.
WINE ADVISORY BOARD
WISE POTATO CHIP

401st to 500th (in alphabetical order) Range: \$40,070-\$21,100

ALLEGHENY CO. DEM.
AMERICAN BREWING
AMERICAN DAIRY
ANCHOR SAN. & AMER. HTNG.
ARIZONA BREWING
BELL BAKERIES
BELL TEL. CO. OF PA.
BOYLE-MIDWAY
BRILLO MFG.
BROWN & HALEY
E. L. BRUCE CO.
BURRY BISCUIT
CHARMIN PAPER
CHESTY FOODS
COFFEE TIME PRDCTS.
DUMDNT LABS
EASTERN AIR LINES
EASY AD
ELECTRICAL INST.
EMERSON RADIO
E-Z MILLS
FIRST FED. SAV & LOAN
FITZGERALD BREWING
GENESSEE BREWING
JAMES C. GILL
GILLETTE
GLAMUR PRODUCTS
GODCHAUX SUGARS
GOEBEL BREWING
MARTIN L. HALL
HEKMAN BISCUIT
HIRES CO. BOTT.
HI-V CORP.
H. P. HOOD & SONS
IMPERIAL SUGAR
INDEPENDENT GROCERS
IN-SINK-ERATOR
INSTANT GRIP
JENNEY MFG.
JEWEL TEA
KAY JEWELRY
KNOMARK MFG.
LANVIN PARFUMS
H. W. LAY & CO.
LEE OPTICAL
LA. STATE RICE
LYON VAN & STOR.
MANCHESTER HOSIERY
MANHATTAN SOAP
MARCAL PAPER
MARLUN MFG.
MARTIN OIL
MARYLAND PHARM.
MD.-VA. MILK
McKESSON & ROBBINS
MERCHANTS BISCUIT
MID-CONTINENT PET.
WILNER PRODUCTS
MINNEAPOLIS BREWING
MOTORISTS MUTUAL
MURPHY PRODS.
NEW ENGLAND TEL & TEL
NEW JERSEY TEL.
N.Y.C. R.R.
NICOLAY-DANCEY
NISSAN BAKING
O-CEBAR
OHIO PROVISION
OMAR, INC.
ORE.-WASH.-CAL. PEAR BUR.
PARKER PEN
PERKINS PRODUCTS
PETERSEN BAKING
CHARLES PFIZER CO.
REGAL AMBER BREWING
ROSEFIELD PACKING
S.S.S. CO.
SCHLUEDERBERG-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 CORP.
VIC TANNEYS GYM
TIDEWATER ASSOC.
TURN-A-BED
UTILITY APPLIANCE
VALLEYDALE PACKING
WANDER COMPANY
WARNER BROS.
WELCH GRAPE JUICE
WESTINGHOUSE ELEC. SUPPLY

*NOTE: TB gives range of spending in which these clients fall but no rank order.