

# 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.  
MOTORDLA DIST.  
C. F. MUELLER  
NARAGANSETT BREWING  
NATIONAL AIRLINES  
NATIONAL DAIRY  
NATIONWIDE INSURANCE  
NEHI BOTTLERS  
OHIO BELL TEL.  
OHIO OIL  
PAN-AM SOUTHERN  
MRS. PAUL'S KITCHEN  
PEARL BREWING  
DR. PEPPER BOTTLERS  
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.  
BERRY 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

NISSEN 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.