

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 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
HOOD 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 PRDCTS.
TOP POP PRDCTS.
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.

DUMONT 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. BOTTL.
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.
MILNER PRODUCTS
MINNEAPOLIS BREWING
MOTORISTS MUTUAL

MURPHY PRDCTS.
NEW ENGLAND TEL & TEL
NEW JERSEY TEL.
N.Y.C. R.R.
NICOLAY-DANCEY

NISSAN BAKING
O-CEDAR
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.
SCHLUDERBERG-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: TvB gives range of spending in which these clients fall but no rank order.