

RANKING from 201-300—

(Continued)

National Dairy Products
Nationwide Insurance Co.
Nehi Corp./Bottlers
Ohio Bell Telephone Co.
Ohio Oil Co.
Pan-Am Southern Corp.
Mrs. Paul's Kitchen
Pearl Brewing Corp.
Dr. Pepper Co./Bottlers
Pepperidge Farm Inc.
Power Products Inc.
Pure Oil Co.
Quaker City Chocolate & Conf. Co.
Rath Packing Co.
Redco Corporation
Reddi-Whip Mfg. Co.
Remington-Rand Inc.
Richfield Oil Corp.
Rev. Oral Roberts
Roto-Broil Crop. of America
S.O.S. Co.
Schoenling Brewing Co.
Seabrook Farms Inc.
Sears Roebuck & Co.
Seck and Kade Inc.
Sinclair Refining Co.
Slenderella Co.
Southern Bell Telephone Co.
Speedway Petroleum Corp.
Standard Brewing Co.
Standard Oil Company of Cal.
Stegmaier Brewing Co.
Swift & Co.
Taylor-Reed Corp.
Tenilist Co.
S. B. Thomas Inc.
Toy Mrs. of the U.S.A.
U. S. Rubber Co.
Walgreen Co.
L. E. Waterman Pen Co.
West End Brewing Co.
Western Airlines Inc.
Wine Growers Guild
William Wrigley Jr. Co.
W. F. Young Inc.
Zenith Radio Corp.

RANKING FROM 301-400
Expenditures \$64,510-\$40,080

Abbotts Dairies Inc.
Adell Chemical Co.
Affiliated Super Markets
American Brewery Inc.
American Motors Corp.
American Tobacco Co.
Atchison, Topeka & Santa Fe
Barton Mfg. Co.
Beatrice Food Co.
Bekins Van & Storage Co.

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

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

RANKING FROM 401-500
Expenditures \$40,070-\$27,100

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

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

Estimated Expenditures of Spot Television Advertisers by Product Classification

AGRICULTURE	\$ 378,000
Feeds, Meals	241,000
All Other	137,000
ALCOHOLIC BEVERAGES	9,446,000
Beer & Ale	7,746,000
Wine	1,700,000
AMUSEMENTS, ENTERTAINMENT	119,000
AUTOMOTIVE	5,321,000
Anti-Freeze	735,000
Batteries	148,000
Cars	3,478,000
Tires & Tubes	367,000
Trucks & Trailers	144,000
Other Accessories & Supplies	449,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	1,069,000
Fixtures, Plumbing, Supplies	214,000
Materials	113,000
Paints	234,000
Power Tools	296,000
Miscellaneous	212,000
CLOTHING, FURNISHINGS, ACCESSORIES	2,485,000
Clothing	1,755,000
Footwear	381,000
Hosiery	326,000
Miscellaneous	23,000
CONFECTIONS & SOFT DRINKS	5,391,000
Confections	2,847,000
Soft Drinks	2,544,000
CONSUMER SERVICES	3,146,000
Dry Cleaning & Laundries	38,000
Financial	639,000
Insurance	388,000
Medical & Dental	31,000
Moving, Hauling, Storage	121,000
Public Utilities	1,494,000
Religious, Political, Unions	278,000
Schools & Colleges	40,000
Miscellaneous Services	117,000
COSMETICS & TOILETRIES	7,864,000
Cosmetics	2,977,000
Deodorants	643,000
Depilatories	42,000
Hair Tonics & Shampoos	1,732,000
Hand & Face Creams, Lotions	202,000
Home Permanents & Coloring	407,000
Perfumes, Toilet Waters, etc.	36,000
Razors, Blades	177,000
Shaving Creams, Lotions, etc.	974,000
Toilet Soaps	426,000
All Other	248,000

DENTAL PRODUCTS	2,779,000
Dentifrices	2,341,000
Mouthwashes	321,000
All Other	117,000
DRUG PRODUCTS	8,909,000
Cold Remedies	2,642,000
Headache Remedies	1,452,000
Indigestion Remedies	1,768,000
Laxatives	757,000
Vitamins	559,000
Weight Aids	376,000
All Others	1,047,000
Drug Stores	308,000
FOOD & GROCERY PRODUCTS	27,106,000
Baked Goods	4,882,000
Cereals	2,044,000
Coffee, Tea & Food Drinks	5,409,000
Condiments, Sauces, Appetizers	1,546,000
Dairy Products	1,989,000
Desserts	284,000
Dry Foods (Flour, Mixes, etc.)	1,735,000
Frozen Foods	1,718,000
Fruits & Vegetables, Juices (except frozen)	1,635,000
Macaroni, Noodles, Chili, etc.	522,000
Margarine, Shortenings	1,205,000
Meat, Poultry & Fish (except frozen)	1,075,000
Soups (except frozen)	487,000
All Other Foods	1,791,000
Food Stores	784,000
GARDEN SUPPLIES & EQUIP.	43,000
GASOLINE & LUBRICANTS	3,698,000
Gasoline & Oil	3,545,000
Oil Additives	107,000
Miscellaneous	46,000
HOTELS, RESORTS, RESTAURANTS	50,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	2,004,000
Cleaners, Cleansers	838,000
Floor & Furniture Polishes, Waxes	142,000
Glass Cleaners	118,000
Home Dry Cleaners	435,000
Shoe Polish	350,000
Miscellaneous Cleaners	121,000
HOUSEHOLD EQUIPMENT	2,441,000
Appliances	833,000
HOUSEHOLD FURNISHINGS	833,000
Beds, Mattresses, Springs	699,000
Furniture & Other Furnishings	134,000
HOUSEHOLD LAUNDRY PROD.	4,318,000

Bleaches, Starches	218,000
Packaged Soaps, Detergents	3,786,000
All Other	314,000
HOUSEHOLD PAPER PRODUCTS	951,000
Cleansing Tissues	364,000
Food Wraps	150,000
Napkins	264,000
Toilet Tissue	59,000
All Others	114,000
HOUSEHOLD GENERAL	992,000
Brooms, Brushes, Mops, etc.	139,000
China, Glassware, Crockery, Containers	71,000
Disinfectants, Deodorizers	197,000
Fuels, (heating, etc.)	58,000
Insecticides, Rodenticides	56,000
Kitchen Utensils	145,000
Miscellaneous	326,000
NOTIONS	200,000
PET PRODUCTS	1,294,000
PUBLICATIONS	133,000
SPORTING GOODS, BICYCLES, TOYS	659,000
Bicycles & Supplies	55,000
General Sporting Goods	42,000
Toys & Games	557,000
Miscellaneous	5,000
STATIONERY, OFFICE EQUIP.	105,000
TELEVISION—RADIO, PHONOGRAPH—MUSICAL INST.	1,646,000
Antennas	135,000
Radio & Television Sets	1,241,000
Records	173,000
All Other	97,000
TOBACCO & SUPPLIES	6,440,000
Cigarettes	5,791,000
Cigars, Pipe Tobacco	648,000
Smoking Accessories & Supplies	1,000
TRANSPORTATION & TRAVEL	1,000,000
Air	503,000
Bus	190,000
Rail	288,000
Miscellaneous	19,000
WATCHES, JEWELRY, CAMERAS	2,138,000
Cameras, Accessories, Supplies	36,000
Clocks & Watches	1,602,000
Jewelry	132,000
Pens & Pencils	359,000
Miscellaneous	9,000
MISCELLANEOUS	911,000
Trading Stamps	199,000
Miscellaneous Products	179,000
Miscellaneous Stores	533,000