

RANKING from 201-300—
(Continued)

National Dairy Products
Nationwide Insurance Co.
Nehi Corp./Bottlers
Ohio Bell Telephone Co.
Ohio Oil Co.
Fan-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-Broll Corp. 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.
Tenilthst Co.
S. B. Thomas Inc.
Toy Mfrs. 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.
Arlson, 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. Ortlieb & 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.
Selchow & Righter
Selta Assoc. Inc./Dealers
R. E. Spriggs Co.
Storz Brewing Co.
Sun Ray Drug Co.
Sweets Co. of America Inc.
Tetley Tea Co. Inc.
Textile 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.

Independent Grocers All.
In-Sink-Erator Mfg. Co.
Instant Grip Co.
Jenny 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 Hosliery Mills
Manhattan Soap Co.
Marcal Paper Mills, Inc.
Mariun 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. Schludenberg-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.
Stroehmann 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

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.

Estimated Expenditures of Spot Television Advertisers by Product Classification

AGRICULTURE	\$ 378,000	DENTAL PRODUCTS	2,779,000	Bleaches, Starches	218,000
Feeds, Meals	241,000	Dentifrices	2,341,000	Packaged Soaps, Detergents	3,786,000
All Other	137,000	Mouthwashes	321,000	All Other	314,000
ALCOHOLIC BEVERAGES	9,446,000	All Other	117,000	HOUSEHOLD PAPER PRODUCTS	951,000
Beer & Ale	7,746,000	DRUG PRODUCTS	8,909,000	Cleaning Tissues	364,000
Wine	1,700,000	Cold Remedies	2,642,000	Food Wraps	150,000
AMUSEMENTS, ENTERTAIN- MENT	119,000	Headache Remedies	1,452,000	Napkins	264,000
AUTOMOTIVE	5,321,000	Indigestion Remedies	1,768,000	Toilet Tissue	59,000
Anti-Freeze	735,000	Laxatives	757,000	All Others	114,000
Batteries	148,000	Vitamins	559,000	HOUSEHOLD GENERAL	992,000
Cars	3,478,000	Weight Aids	376,000	Brooms, Brushes, Mops, etc.	139,000
Tires & Tubes	367,000	All Others	1,047,000	China, Glassware, Crockery, Containers	71,000
Trucks & Trailers	144,000	DRUG STORES	308,000	Disinfectants, Deodorizers	197,000
Other Accessories & Supplies	449,000	FOOD & GROCERY PRODUCTS	27,106,000	Fuels, (heating, etc.)	58,000
BUILDING MATERIAL, EQUIP- MENT, FIXTURES, PAINTS	1,069,000	Baked Goods	4,882,000	Insecticides, Rodenticides	56,000
Fixtures, Plumbing, Supplies	214,000	Cereals	2,044,000	Kitchen Utensils	145,000
Materials	113,000	Coffee, Tea & Food Drinks	5,409,000	Miscellaneous	326,000
Paints	234,000	Condiments, Sauces, Appetizers	1,546,000	NOTIONS	200,000
Power Tools	296,000	Dairy Products	1,989,000	PET PRODUCTS	1,294,000
Miscellaneous	212,000	Desserts	284,000	PUBLICATIONS	133,000
CLOTHING, FURNISHINGS, AC- CESSORIES	2,485,000	Dry Foods (Flour, Mixes, etc.)	1,735,000	SPORTING GOODS, BICYCLES, TOYS	659,000
Clothing	1,755,000	Frozen Foods	1,718,000	Bicycles & Supplies	55,000
Footwear	381,000	Fruits & Vegetables, Juices (ex- cept frozen)	1,635,000	General Sporting Goods	42,000
Hosiery	326,000	Macaroni, Noodles, Chili, etc.	522,000	Toys & Games	557,000
Miscellaneous	23,000	Margarine, Shortenings	1,205,000	Miscellaneous	5,000
CONFECTIONS & SOFT DRINKS	5,391,000	Meat, Poultry & Fish (except frozen)	1,075,000	STATIONERY, OFFICE EQUIP.	105,000
Confections	2,847,000	Soups (except frozen)	487,000	TELEVISION—RADIO, PHONO- GRAPH—MUSICAL INST.	1,646,000
Soft Drinks	2,544,000	All Other Foods	1,791,000	Antennas	135,000
CONSUMER SERVICES	3,146,000	Food Stores	784,000	Radio & Television Sets	1,241,000
Dry Cleaning & Laundries	38,000	GARDEN SUPPLIES & EQUIP.	43,000	Records	173,000
Financial	639,000	GASOLINE & LUBRICANTS	3,698,000	All Other	97,000
Insurance	388,000	Gasoline & Oil	3,545,000	TOBACCO & SUPPLIES	6,440,000
Medical & Dental	31,000	Oil Additives	107,000	Cigarettes	5,791,000
Moving, Hauling, Storage	121,000	Miscellaneous	46,000	Cigars, Pipe Tobacco	648,000
Public Utilities	1,494,000	HOTELS, RESORTS, RESTAU- RANTS	50,000	Smoking Accessories & Supplies	1,000
Religious, Political, Unions	278,000	HOUSEHOLD CLEANERS, CLEANERS, POLISHES, WAXES	2,004,000	TRANSPORTATION & TRAVEL	1,000,000
Schools & Colleges	40,000	Cleaners, Cleaners	838,000	Air	503,000
Miscellaneous Services	117,000	Floor & Furniture Polishes,	142,000	Bus	190,000
COSMETICS & TOILETRIES	7,864,000	Waxes	118,000	Rail	288,000
Cosmetics	2,977,000	Glass Cleaners	435,000	Miscellaneous	19,000
Deodorants	643,000	Home Dry Cleaners	350,000	WATCHES, JEWELRY, CAMERAS	2,138,000
Depilatories	42,000	Shoe Polish	121,000	Cameras, Accessories, Supplies	36,000
Hair Tonics & Shampoos	1,732,000	Miscellaneous Cleaners	121,000	Clocks & Watches	1,602,000
Hand & Face Creams, Lotions	202,000	HOUSEHOLD EQUIPMENT	2,444,000	Jewelry	132,000
Home Permanents & Coloring	407,000	Appliances	833,000	Pens & Pencils	359,000
Perfumes, Toilet Waters, etc.	36,000	HOUSEHOLD FURNISHINGS	699,000	Miscellaneous	9,000
Razors, Blades	177,000	Beds, Mattresses, Springs	134,000	MISCELLANEOUS	911,000
Shaving Creams, Lotions, etc.	974,000	Furniture & Other Furnishings	134,000	Trading Stamps	199,000
Toilet Soaps	426,000	HOUSEHOLD LAUNDRY PROD.	4,318,000	Miscellaneous Products	179,000
All Other	248,000			Miscellaneous Stores	533,000