

These 266 clients are leading film show buyers—and prospects*

Affiliated Super Markets
 American Bakeries Co.
 American Brewery, Inc.
 American Brewing Co.
 American Chicle Co.
 American Home Products
 American Motors Corp.
 American Stores Co.
 American Tobacco Co.
 Anchor San. & Amer. Heating
 Anheuser-Busch, Inc.
 Antell, Charles, Inc.
 Armour & Co.
 Associated Food Stores
 Associated Hospital Service
 Associated Products, Inc.
 Atchison-Topeka-Santa Fe
 Atlantic Refining Co.

Ballantine, P. & Sons
 Bardahl Oil Co.
 Bavarian Brewing Co.
 Bayuk Cigars Co.
 Beatrice Foods Co.
 Bekin's Van & Storage Co.
 Best Foods, Inc.
 Bethlehem Steel Co.
 Better Living Enterprises
 Blatz Brewing Co.
 Block Drug Co.
 Bond Clothing Stores, Inc.
 Borden Co.
 Bowman Biscuit Co.
 Braun Baking Co.
 Bristol-Myers Co.
 Brown Shoe Co.
 Brown & Williamson Tobacco Co.
 Burger Brewing Co.

Cal Fame Co.
 Canada Dry Co./Bottlers
 Carling Brewing Co., Inc.
 Carnation Co.
 Carter Products, Inc.
 Chesty Foods, Inc.
 Chock-Full-O-Nuts
 Chrysler Corp.
 Chunky Chocolate Corp.
 Cities Service Co.
 Clairal, Inc.
 Clinton Merchandising Corp.
 Coca-Cola Co./Bottlers
 Colgate-Palmolive Co.
 Colonial Stores, Inc.
 Continental Baking Co.
 Continental Oil Co.
 Cott Beverages, Inc./Bottlers

Dawson Brewing Co.
 Dean Milk Co.
 Drewry's Ltd.
 Duffy-Matt Co.
 Du Pont, E. I., De Nemours
 Duquesne Brewing Co.

E & B Brewing Co.
 Eastern Air Lines, Inc.
 Eastman Kodak Co.
 Electric Auto-Lite Co.
 Emerson Drug Co.
 Emerson Radio & Phono.
 Englander Co./Dealers

Esslinger's, Inc.
 Esso Standard Oil Co.

Faith For Today, Inc.
 Falls City Brewing Co.
 Fallstaff Brewing Corp.
 Fels & Co.
 Felton, Sibley & Co., Inc.
 Florida Citrus Commission
 Ford Motor Co.
 Foremost Dairies, Inc.
 Frito Co.
 Frontier Foods Corp.
 Fuller, W. P., & Co.

G. H. P. Cigar
 Gallo Winery, E. & J.
 General Cigar Co.
 General Electric Co.
 General Electric Supply
 General Foods Corp.
 General Mills, Inc.
 General Motors Corp.
 General Tire & Rubber Co.
 Genesee Brewing Co.
 Gillette Co.
 Gluek Brewing Co.
 Gold Seal Co.
 Good Humor Corp.
 Gordon Baking Co.
 Grant Co.
 Great A & P Tea Co.
 Greyhound Corp.
 Griesedieck Bro. Brew Co.
 Gunther Brewing Co.

Hall, Robert Clothes
 Hamm, Theo., Brewing Co.
 Heidelberg Brewing Co.
 Heinz, H. J., Co.
 Hekman Biscuit Co.
 Hinshaw's Dept. Stores
 Hi-V Corp.
 Household Finance Corp.
 Humble Oil & Refining Co.

Independent Grocers Alliance
 Interstate Bakeries

-Jackson Brewing Co.

Kay, Gerald O., & Assoc.
 Keebler Biscuit Co.
 Kellogg Company
 Keystone Steel & Wire Co.
 Knomark Mfg. Co.
 Knudson Creamery Co.
 Krantz Brewing Co.
 Kresge S. S., Co.
 Kroger Co.
 Krueger, G. Brewing Co.

Labor Savers, Inc.
 Langendorf United Bakeries
 La Rosa, V., & Sons, Inc.
 Lay, H. W., & Co.
 Lee Tire & Rubber Corp.
 Leonard Refineries
 Lever Brothers Co.
 Lewis Food Co.
 Libby, McNeil & Libby
 Liebmann Breweries, Inc.

Liggett & Myers Tobacco Co.
 Lion Oil Co.
 Lone Star Brewing Co.
 Lorillard, P., & Co.
 Lucky Lager Brewing Co.

M. J. B. Co.
 Mageas, Inc.
 Magnolia Petroleum Co.
 Maier Brewing Co.
 Malt-O-Meal Co.
 Mars, Inc.
 Mayer, Oscar, & Co.
 Mennen Co.
 Miles Laboratories, Inc.
 Miller Brewing Co.
 Molson Brewery, Ltd.
 Murphy Prods. Co.

Narragansett Brewing Co.
 National Airlines, Inc.
 National Biscuit Co.
 National Brewing Co.
 National Carbon Co.
 National Clothing Co.
 National Dairy Products
 National Tea Co.
 Nationwide Insurance Co.
 Natural Gas Co.
 Nehi Corp./Bottlers
 Nestle Co., Inc.
 New England Provision Co.
 New York Central Railroad
 Norwich Pharmacal Co.

Oertel Brewing Co.
 Ohio Oil Co.
 Oklahoma Oil Co.
 Olympia Brewing Co.

Pabst Brewing Co.
 Pan-Am Southern Corp.
 Pan-American World Airways
 Parker Pen Co.
 Paxton & Gallagher Co.
 Pearl Brewing Co.
 Peppor, Dr., Co./Bottlers
 Petersen Baking Co.
 Petri Wine Co.
 Pfeiffer Brewing Co.
 Pharmaceuticals, Inc.
 Phillips Petroleum Co.
 Piel Bros., Inc.
 Pillsbury Mills, Inc.
 Pittsburgh Brewing Co.
 Power Products, Inc.
 Prince Macaroni Co.
 Procter & Gamble Co.

Quaker City Choc. & Conf. Co.
 Quaker Oats Co.

RCA Dealers
 Ralston-Purina Co.
 Rath Packing Co.
 Regal Pale Brewing Co.
 Reilly, Wm. B., & Co., Inc.
 Renaire Corp.
 Reynolds, R. J., Tobacco Co.
 Richfield Oil Corp.
 Rehman Brothers Co.

Roberts, Rev., Oral
 Ronzoni Macaroni Co.
 Rosen Raymond Co.
 Roto-Broil Corp. of Amer.
 Ruppert, Jacob, Brewery

Safeway Stores, Inc.
 Schaefer, F. & M., Brew. Co.
 Schlitz, Jos. E., Brewing Co.
 Schluderberg, W.-T. J.
 Schmidt G., & Sons, Inc.
 Schoenling Brewing Co.
 Schonbrunn, S. A., & Co., Inc.
 Scott Paper Co.
 Sealy Mattress Co./Dlrs.
 Sears Roebuck & Co.
 Seven-Up Co./Bottlers
 Sheaffer, W. A., Pen Co.
 Shell Oil Co.
 Signal Oil Co.
 Simoniz Co.
 Sinclair Refining Co.
 Singer Sewing Machine Co.
 Skelly Oil Co.
 Slenderella Co.
 Socony Mobil Oil Co., Inc.
 Squirt Co./Bottlers
 Standard Food Markets
 Standard Oil Co. of Calif.
 Standard Oil Co. of Ind.
 Standard Oil Co. of Ohio
 Stegmaier Brewing Co.
 Sterling Breweries, Inc.
 Sterling Drug, Inc.
 Storz Brewing Co.
 Strietmann Biscuit Co.
 Studebaker-Packard Corp.
 Sun Drug Co.
 Sun Ray Drug Co.
 Sunshine Biscuit Co.
 Swift & Co.

Tafon Distributors, Inc.
 Tasty Baking Co.
 Terre Haute Brewing Co.
 Texas Electric Service Co.
 Texas State Optical Co.
 Thrift Drug Co.
 Top Value Enterprises
 Toy Guidance Council

United Gas Co.
 U. S. Borax & Chemical Corp.
 U. S. Tobacco Co.
 United Vintners, Inc.
 United-Whelan Stores Corp.

Wagner, August, Breweries
 Walgreen Co.
 Wander Co.
 Ward Baking Co.
 Ward Drug Co.
 Warner-Lambert Pharma. Co.
 West End Brewing Co.
 White King Soap Co.
 White, Martha, Mills, Inc.
 Whitehouse Co.
 Wiedemann, George, Brewing
 Wilson & Co., Inc.
 Wisconsin Electric Power
 Wisconsin Independent Oil

*These are companies which spent \$50,000 or more for spot TV programs during 1956, according to TvB. The programs include both syndicated film and local live, preponderately the former. Any client who bought

local program time in quantity, however, is obviously a likely film prospect as well. For list of clients including their total spot TV expenditures plus the spending of their individual brands, see Film Base