

Yearbook 1973

Quick guide to sections

Information in this YEARBOOK is divided into homogeneous sections as described in the boxes at right. Here's how to locate a section rapidly:

Hold the YEARBOOK in your left hand. With your right hand bend the book back so that the black markings on the right edges of the pages appear. If you wish to find a page in the A section, for example, place your right thumb over the black bar to the right of the letter A at upper right on this page and riffle through all pages containing a similar black bar in the same position: at the end of the sequence of marking will appear the first page of the A section. The same procedure can be used to find the beginning of any other section, starting with your thumb on the black bar on this page to the right of the letter of the section you wish to locate.

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TO BUY OR SELL A TELEVISION OR RADIO STATION

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**BROKERS AND FINANCIAL CONSULTANTS FOR THE
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Newport Beach, California
(714) 675-4585

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Rank	Parent Co.	1971 Expenditures
134.	American Can Co.	1,978,300
25.	American Cyanamid Co.	15,492,500
131.	American Dairy Assn.	2,157,400
100.	American Express Co.	3,565,600
339.	American Florists Marketing Council	166,000
103.	American Gas Association Inc.	3,319,000
2.	American Home Products Corp.	48,794,200
232.	American Luggage Works Inc.	662,500
61.	American Motors Corp.	7,154,400
123.	American Petroleum Institute	2,703,100
24.	American Tel. & Tel. Co.	15,645,000
251.	American Trucking Assn. Inc.	522,500
194.	AMF Inc.	986,300
185.	*Amstar Corp.	1,120,100
117.	Anderson Clayton & Co.	2,885,200
75.	Anheuser-Busch Inc.	5,417,400
381.	Argo Industries Corp.	58,000
249.	Armstrong Cork Co.	531,200
321.	Arnold Schwinn & Co.	195,800
383.	Associated Brewing Co.	55,000
322.	Associated Products Inc.	195,600
199.	Association of American Railroads	953,800
281.	Atlantic-Richfield Co.	311,600
319.	Avco Corp.	199,900
99.	Avon Products Inc.	3,604,000
429.	Bahamas Ministry of Tourism	8,200
299.	Ball Corp.	267,200
129.	Bank of American National Trust & Savings	2,338,400
425.	Bankers Life & Casualty Co.	8,800
330.	Bankers Life of Des Moines	183,600
261.	Bassett Furniture Industries Inc.	446,700
207.	Bath Industries Inc.	855,700
128.	Beatrice Foods Co.	2,413,900
81.	Beecham Group Ltd.	5,168,100
317.	Belton Electronic Corp.	203,300
283.	Bendix Corp.	308,400
246.	Beneficial Corp.	542,400
238.	Benjamin Moore & Co.	627,100
311.	Bethlehem Steel Corp.	231,100
392.	Beverages International Inc.	41,200
256.	Binney & Smith Inc.	472,800
409.	Bissell Inc.	26,400
140.	Black & Decker Mfg. Co.	1,856,600
351.	*Blistex Inc.	131,000
30.	Block Drug Co. Inc.	13,956,200
120.	Borden Co.	2,775,700
228.	Borg Warner Corp.	688,000
114.	Milton Bradley Co.	2,987,600
345.	Brady Enterprises Inc.	138,500
431.	*Brioschi Inc.	3,200
3.	Bristol-Myers Co.	48,607,000
403.	British Petroleum Ltd. London	29,400
296.	Brown Shoe Co.	277,200
363.	Brown-Forman Distillers Corp.	107,400
353.	Brunswick Corp.	126,300
173.	Bulova Watch Co. Inc.	1,251,300
108.	Burlington Industries Inc.	3,105,800
423.	*California & Hawaiian Sugar Refining Co.	9,000
342.	California Cannery & Growers	151,800
289.	Callaway Mills Inc.	288,000
23.	Campbell Soup Co.	15,960,400
324.	Cannon Mills Inc.	195,000
51.	Carnation Co.	8,991,800
291.	Carrier Corp.	284,400
27.	Carter-Wallace Inc.	14,463,300
323.	Carter's Ink Co.	195,100
337.	Castle & Cooke Inc.	171,400
340.	Celanese Corp.	162,500
193.	Champion Spark Plug Co.	999,600
220.	Chanel Inc.	732,400
325.	Charms Co.	193,800
65.	Chesebrough Ponds Inc.	6,638,200
267.	Chicago Musical Instrument Co.	397,500
18.	Chrysler Corp.	20,529,400
208.	Church & Dwight Co. Inc.	846,600
274.	Ciba-Geigy Corp.	354,200
401.	*Citizens for Jackson Committee	30,000
382.	Arnold Clark Inc.	56,400
29.	Clorox Co.	13,969,400
197.	Cluett Peabody & Co. Inc.	969,400
237.	*Coca-Cola Bottling Co., of N.Y.	629,700
31.	Coca-Cola Co.	13,697,500
329.	*Colco Industries Inc.	185,900
203.	Coleman Co. Inc.	898,500
415.	*Sidney Colen Enterprises	18,200
9.	Colgate-Palmolive Co.	34,455,900
344.	CBS Inc.	145,000
301.	Columbia Pictures Industries Inc.	262,200
164.	Combe Chemical Inc.	1,456,300
290.	Connecticut General Ins. Corp.	285,600
125.	Consolidated Foods Corp.	2,483,900
159.	Continental Insurance Cos.	1,529,700
365.	Coopers Inc.	102,800
284.	Corning Glass Works Inc.	307,500
89.	C.P.C. International Inc.	4,475,700

Network TV's 1971 Customers

Rank	Parent Co.	1971 Expenditures
310.	Aamco Industries Inc.	\$ 234,200
143.	Abbott Laboratories	1,808,900
233.	Aeushne Co.	658,000
144.	Admiral Corp.	1,806,500
234.	Airwick Industries Inc.	645,700

338.	Akzona Inc.	170,900
411.	Aladdin Industries Inc.	24,700
28.	Alberto-Culver Co.	14,259,500
206.	Allied Van Lines Inc.	868,800
375.	Amerace-Esna Corp.	82,500
258.	American Airlines Inc.	465,900
91.	American Brands Inc.	4,284,000

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