

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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Audio-Video News Bureau, Inc.
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TV Stations	A-58
Broadcasters Association	E-40
■ Wisconsin	
AM, FM Stations	B-219
TV Stations	A-59
Broadcasters Association	E-40
■ Wyoming	
AM, FM Stations	B-225
TV Stations	A-60
Association of Broadcasters	E-40
Year in review	11
■ Yukon	
AM Stations	B-237
TV Stations	A-64

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 Forestry 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	2,685,200
75	Anheuser-Busch Inc	5,417,400
361	Argo Industries Corp	58,000
249	Armstrong Cork Co	531,200
321	Arnold Schwinn & Co	195,800
353	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	Bal. Corp	267,200
129.	Bank of American National Trust & Savings	2,338,400
425	Barke's 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	Bellone Electronic Corp	203,300
283	Bendix Corp	308,400
246	Benetton 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	*Blitex 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	*Broschi 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 Canners & 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	Coltman 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.	Acushnet 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-Esmo Corp	82,500
258	American Airlines Inc	465,900
91.	American Brands Inc	4,284,000