

erts; Richard K. Manoff, and Arthur Meyerhoff Associates. They displaced these four which had appeared in 1963: Clinton E. Frank; Interpublic's Fletcher Richards, Calkins, Holden; Donahue & Coe (absorbed and became West, Weir & Bartell, which didn't place in the top 50) and Lawrence C. Gumbinner (absorbed by North).

Capsules of top 50 agencies are listed below in alphabetical order.

N. W. Ayer & Son: Combined TV-radio billing \$60 million; \$45 million in television (\$20 million in network, \$25 million in spot); \$15 million in radio (\$3 million in network, \$12 million in spot); TV-radio share of overall billing: 40%.

Ayer billing in broadcast dipped during the year, attributed primarily to the loss of John H. Breck, Whitman and U. S. Rubber tire accounts and a portion of the General Electric's houseware division earlier this year.

The agency's strong investors in network TV continue to be AT&T, sponsor of the *Bell Telephone Hour* on NBC-TV and the *Young People's Concerts* on CBS-TV; Corning Glass on *Wagon Train* on ABC-TV and *Alfred Hitchcock Hour* and *The Virginian* on NBC-TV; Du Pont on *Mickey, Voyage to the Bottom of the Sea* and *Peyton Place*, all on ABC-TV; Hill's Coffee on *Ben Casey* and *Burke's Law* all ABC-TV, and Plymouth-Valiant on *Twelve O'Clock High* on ABC-TV and *Wednesday Night at the Movies* on NBC-TV.

Spot-television spenders include Corning Glass, Bissell, Canon Mills, Plymouth Valiant Dealers and Atlantic Refining. Spot radio business emanated from United Airlines, Atlantic Refining, Sealtest and Plymouth Valiant. AT&T and Plymouth-Valiant are strong network radio users.

BBDO: Combined TV-radio billing \$123.3 million; \$103.3 million in television (\$58.1 million in network, \$45.2 million in spot); \$20 million in radio (\$2.1 million in network, \$17.9 million in spot); TV-radio share of overall billing: 50.9%.

BBDO's total broadcast billing increased \$18.8 million over last year, keeping the agency in the top five. The major increases were in spot television—\$10.2 million—and network television—\$7.1 million. The rise in broadcast billings is partly attributed to the addition of Lever Bros. (Lifebuoy) and General Brewing Corp. (Lucky Lager Beer), both broadcast users. Other new accounts include National Distillers, McGregor-Doniger, *New York Times*, Storz Brewing Corp., Ohio "65" Insurance, and 3-M Co. (corporate). Major accounts resigned during the year were Kinney System, A. C. Gilbert, and Investors Diversified.

Major network television accounts

TOP 50 AGENCIES

All dollar figures are in millions

	Combined Broadcast Billing
1. J. Walter Thompson	\$151
2. Young & Rubicam	128.8
3. Ted Bates & Co.	126.3
4. BBDO	123.3
5. Leo Burnett Co.	111.3
6. Benton & Bowles	100
7. McCann-Erickson	93.2
8. Dancer-Fitzgerald-Sample	92
9. Foote, Cone & Belding	88.19
10. William Esty Co.	83.6
11. Compton	80.3
12. Sullivan, Stauffer, Colwell & Bayles	68.7
13. Lennen & Newell	62.9
14. N. W. Ayer	60
15. Grey Advertising	54
16. Ogilvy, Benson & Mather	41.7
17. Kenyon & Eckhardt	40.5
18. Maxon	40
19. Norman, Craig & Kummel	36.7
20. Needham, Louis & Brorby	36.2
21. Campbell-Ewald	35.5
22. D'Arcy	33.8
23. Cunningham & Walsh	33.5
24. Campbell-Mithun	33
25. Doyle Dane Bernbach	32.03
26. Gardner Advertising	26.7
27. Post-Keyes-Gardner	20.8
28. Doherty, Clifford, Steers & Shenfield	19.6
29. Tatham-Laird	19.2
30. Geyer, Morey, Ballard	18.9
31. Wade	18.88
32. Papert, Koenig, Lois	18.1
33. Erwin Wasey, Ruthrauff & Ryan	18
34. North Advertising	17.4
35. Fuller & Smith & Ross	16
35. MacManus, John & Adams	16
37. Arthur Meyerhoff Associates	14.5
38. Parkson Advertising	13.15
39. Guild, Bascom & Bonfigli	13.1
40. McCann-Marschalk	13
41. W. B. Doner & Co.	12.5
42. Kastor, Hilton, Chesley, Clifford & Atherton	12.2
43. D. P. Brother	12
43. Ketchum, MacLeod & Grove	12
45. Grant	11.9
46. Carson/Roberts Inc.	11.6
47. Honig-Cooper & Harrington	11.15
48. Warwick & Legler	11
49. Richard K. Manoff	10.5
50. Edward H. Weiss	10.15