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 on 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, Chrysler’s DeSoto 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