

10-year track record of 1966's top 10 agencies

Radio-TV billings in millions of dollars. Figures in parentheses () indicate rank.

	1966	1965	1964	1963	1962	1961	1960	1959	1958	1957
JWT	\$225 (1)	\$178 (1)	\$151 (1)	\$144 (1)	\$133 (1)	\$125 (1)	\$126 (1)	\$124.5 (1)	\$113.5 (1)	\$ 92 (3)
BBDO	179 (2)	132.2 (4)	123.3 (4)	104.5 (4)	100 (4)	100.8 (3)	91.5 (5)	88 (5)	88 (4)	85 (4)
Y&R	162.8 (3)	146 (2)	128.8 (2)	127.1 (2)	115 (2)	95.7 (4)	106 (2)	102.5 (3)	95.2 (3)	100 (2)
Burnett	153.7 (4)	131.6 (5)	111.3 (5)	90.2 (7)	98.5 (5)	75.6 (7)	65.6 (7)	58.6 (7)	54.3 (7)	49 (7)
Bates	144 (5)	143 (3)	126.3 (3)	113.84(3)	115 (2)	117.5 (2)	105 (3)	95 (4)	84 (5)	76.5 (5)
M-E	120 (6)	107 (6)	93.2 (7)	94.5 (5)	66.3 (10)	†91.9 (5)	†105 (3)	†108 (2)	†102 (2)	†103 (1)
D-F-S	120 (6)	100 (8)	92 (8)	80 (9)	75 (7)	69.4 (8)	62.4 (8)	58 (8)	48.7 (8)	47 (8)
FC&B	114 (8)	103.8 (7)	88.19(9)	70.89(11)	57.3 (13)	51.5 (13)	46 (13)	40.3 (14)	35.5 (14)	36 (11)
B&B	110 (9)	100 (8)	100 (6)	92 (6)	84 (6)	83 (6)	80.5 (6)	75.9 (6)	66.5 (6)	54.5 (6)
DDB	97 (10)	59 (15)	32 (25)	21.4 (27)	16.3 (29)	11.3 (38)	13.4 (33)	9.75(37)	7.8 (38)	6.5 (43)
Grey	97 (10)	81 (11)	54 (15)	45 (15)	40 (16)	30.5 (17)	26.2 (19)	22.1 (18)	16.5 (22)	16 (21)

† Includes billings of McCann-Marschalk before 1962.

which about half was in broadcast. Clyne Maxon's billing is reported as part of BBDO's billing.

Among the network TV advertisers active during 1966 at BBDO: American Tobacco, Campbell Soup, Chrysler, duPont, General Electric, B. F. Goodrich, Lever Brothers, 3M Co., Warner-Lambert and United Fruit. Active in spot TV: Schaefer Brewing, Pepsi-Cola Co., Standard Oil of California, United Fruit, Campbell, Lever, Warner-Lambert and Liberty Mutual.

Radio, always a mainstay at BBDO, jumped by \$5 million over 1965. Substantial investors in network radio: American Tobacco, Pepsi-Cola, Campbell Soup, B. F. Goodrich, Autolite, Schaefer and Chrysler's Dodge division.

New accounts or assignments acquired by BBDO during the year included the Magnetic Tape Division of 3M, Spring Mills, Book of the Month Club and Formfit Rogers. It lost Storz Brewing and billing from Alberto-Culver.

Benton & Bowles: Combined TV-radio billing \$110 million; \$106 million in TV (\$71 million in network, \$35 million in spot); \$4 million in radio (\$1 million in network, \$3 million in spot); TV-radio share of over-all billing: 74%.

The agency's total broadcast billing jumped by \$10 million. Radio billing rose \$3 million and TV increased by \$7 million, despite loss of the \$5.5 million Philip Morris (Parliament) account. Acquisition of Vick Chemical Co. and Canada Dry accounts helped offset this loss.

Benton & Bowles' billing strength is in network-spot television, particularly with such accounts as Procter & Gamble and General Foods. It is agency of record for P&G's *Run, Buddy, Run* and *Pistols 'n' Petticoats*, both CBS, and *Batman* on ABC, and for GF's *Andy Griffith* and *Gomer Pyle*, both

CBS. Network TV spenders include American Motors, Anderson Clayton, Glenbrook-Sterling Drug, S. C. Johnson, Texaco and E. R. Squibb & Son.

All are heavy in spot, with the exception of Glenbrook. The newly acquired Vick and Canada Dry accounts are spot TV users. American Motors and Texaco are both in network and spot radio.

D. P. Brother: Combined TV-radio billing \$10.1 million; \$5.8 million in TV (\$100,000 in network, \$5.7 million in spot); \$4.3 million in radio (\$3.1 million in network, \$1.2 million in spot); TV-radio share of over-all billing: 28.1%.

D. P. Brother's broadcast billing rose by \$600,000 in 1966 after a falloff of \$2.5 million last year. Primary gain was in spot TV, where billing increased by \$5.7 million. Greatest loss was in network TV with billing off \$5.2 million.

Major network TV users are the Oldsmobile and AC Spark Plug divisions of General Motors on ABC's *NCAA Football* and various other participations. Oldsmobile also uses spot TV.

Spot and network radio users include such divisions of General Motors as Oldsmobile, Guardian Maintenance, Fisher Body, AC Spark Plug and Harrison Radiator. Spot radio is used by several regional insurance companies.

Leo Burnett Co.: Combined TV-radio billing \$153.7 million; \$147 million in TV (\$88.8 million in network, \$58.2 million in spot); \$6.7 million in radio (\$900,000 in network, \$5.8 million in spot); TV-radio share of over-all billing: 73.4%.

Burnett continues as a strong contender among the big five broadcast agencies. Its broadcast billing increase this year was substantial, including a \$15.1 million jump in spot TV, \$4 million more in network TV and a \$2.2

million spurt over 1965 in spot radio business.

The Chicago agency achieved its new broadcast level by retaining a near-75% share of total billing, reported at \$209.3 million for the year.

Reflecting the era of advertiser network participations, Burnett's list of network TV purchases is formidable. Generally, it includes Allstate Insurance Co.'s sponsorships in sports (National Football League telecasts on CBS and some NCAA on ABC), Campbell Soup Co.'s considerable daytime show sponsorships, Green Giant activity in NBC's *Today* and *Tonight*, *I Spy* and movies, Kellogg Co.'s sponsorship in family series and daytimers; Maytag Co.'s involvement in several CBS shows, Motorola in sports (NFL and baseball) plus several NBC and CBS shows, United Air Lines activity in sports, Vick Chemical buys in a mixed parcel of youth and game shows, movies, news reports and several nighttime series.

In the list is Procter & Gamble (*Hey Landlord* on NBC and *Search for Tomorrow* on CBS), Philip Morris (NFL and several nighttime series), Pillsbury (CBS lineup that includes daytime serials, nighttime movies and *Daktari*), Jos. Schlitz Brewing (ABC's movies, *Rat Patrol*, *Felony Squad*, others), Union Carbide (nighttime on CBS, daytime on ABC and NBC). Other network TV users are Star-Kist Foods, Sugar Information Inc., Pure Oil Co. All network clients, with the exception of Maytag, Motorola, Star-Kist, Sugar Information, Union Carbide and Vick are major spot TV billers via Burnett.

Radio advertisers with Burnett include United Air Lines as the most active spot user, and Kellogg, Motorola and Vick Chemical in network.

Campbell-Ewald: Combined TV-radio billing \$40 million; \$32 million in TV (\$24 million in network, \$8 million in