

These national advertisers changed agencies in past 6 months

ACCOUNT	TO	FROM	BILLINGS (in millions)		ACCOUNT	TO	FROM	BILLINGS (in millions)	
			TOTAL	RADIO-TV				TOTAL	RADIO-TV
Alberto-Culver Command shave cream, after shave lotion Rinse Away Bayuk cigars	JWT JWT	Compton Compton	\$2.1 3.0	\$1.0 2.6	Lestoil Lever Bros. Imperial margarine *Pepsodent tooth- brushes *Pepsodent paste, Pepsodent Flouride Lifebuoy Lucky Lager beer Miles Labs Alka-Seltzer Nestle Co. Quik, chocolate prods, Every-ready cocoa, bars, morsels, cookie mix, Nestle's choco- bake Nestea Hot cocoa mix	LaRoche F&S&R OB&M FC&B OB&M FC&B SSC&B BBDO SSC&B BBDO M-E Jack Tinker Wade Van Sant, Dug- dale & Co.	\$4.2 3.0 3.0 2.5 2.5 1.5 2.3 1.6 12.0 10.0 8.0 6.0 2.5 2.45 0.5 0.3 1.0 0.5 4.5 4.0 3.0 1.2 3.5 1.1 1.5 1.2 1.3 0.814 3.0 1.9 3.5 2.1 2.5 1.75 1.7 0.57 1.0 0.3 0.8 0.3 3.5 2.2 1.5 0.95	\$4.0 2.0 2.5 1.5 1.6 12.0 10.0 6.0 2.45 0.3 0.5 4.0 1.2 1.1 1.2 0.814 1.9 2.1 1.75 0.57 0.3 0.3 2.2 0.95	
Bristol-Myers Co. Bufferin Bulova Watch Co. Accutron, Caravelle Chock Full O' Nuts Corp. Continental Air Lines Edward Dalton Co. Metrecal, Bib juices, Nutrament liquid meal, Tanz suntan foam Drewrys Ltd. U.S.A.	Grey SSC&B Garfield M-E OB&M DDB	Y&R DDB Peerless JWT K&E MacFarland- Aveyard B&B	11.0 2.0 2.0 2.37 5.0 2.2	9.8 0.1 0.9 0.475 4.0 1.3	Prince Macaroni Procter & Gamble Joy Quaker Oats Co. Puss 'n Boots Quaker Oats, Mother's Oats Rayette Inc. Young Set, Aqua Net hair spray, portable hair dryer, Aqua Gold shampoo Rival Packing Salada Foods Inc. Staley Mfg. Co. Standard Brands Tender Leaf tea J. P. Stevens Stokely-Van Camp frozen foods Storz Brewing Co. Van Camp Sea Food Co. William Wrigley Jr. Co.	K&E Grey PKL DDB Smith/Green- land Grey Carl Ally Maxon Ted Bates M-E Tatham-Laird Bozell-Jacobs L&N GB&B EWR&R Kudner EWR&R	9.0 4.5 1.4 0.98 1.25 0.975 1.0 0.4 3.0 1.5 3.0 0.5 3.0 0.5 1.5 1.4 5.0 3.5 2.0 1.0 0.5 0.38 0.48	4.5 0.98 0.975 0.4 1.5 1.4 3.5 3.5 1.0 1.0 0.5 0.5 1.4 1.4 3.5 3.5 1.0 0.3 0.3 2.2 0.95	
Eastern Air Lines Fairmont Foods Co. Kitty Clover potato chips, Fairmont dairy products, Chesty Foods Inc. and Kas Potato Chip Co. General Time Corp. Westclox Guerlain H. J. Heinz Co. ketchups, chili sauce vinegars, sauces, beans, apple sauce, mustard, minute meals baby food, pickles, relish International Latex Isodettes Kaiser Jeep Corp. Kratzer Corp. Ruppert Knicker- bocker Beer Lehn & Fink Noreen hair color rinse Stri-Dex	Y&R Tatham-Laird MJ&A Gilbert Adv. DDB KMG Grey DDB Compton Gumbinner- North Geyer, Morey Ballard Manoff	Allen & Reynolds Hicks & Greist Grant Maxon Maxon K&E NC&K Turnbull F&S&R F&S&R	9.0 1.4 1.25 1.0 3.0 3.0 3.0 1.5 5.0 2.0 0.5 0.5	4.5 0.98 0.975 0.4 1.5 1.4 3.5 3.5 1.0 1.0 0.5 0.5 1.4 1.4 3.5 3.5 1.0 0.3 0.3 2.2 0.95					

*Pepsodent figure includes total business from FC&B

motion picture version of *McHale's Navy*.

Bell Brand Foods, Santa Fe Springs, Calif., through Honig-Cooper & Harrington, Los Angeles, has begun a saturation spot TV schedule on 18-20 Southern California stations.

CBS Radio reports new and renewal business, representing \$3 million, signed in June, making that period the best sales month for the network in the first six months of the year. The network, whose sales were up about 50% last year over 1962, noted that the first half of 1964 has shown an increase over the comparable period in 1963. The June business came from: **Chevrolet** (Campbell-Ewald), **Aunt Jane's Foods** (Zimmer, Keller & Calvert), **General Mills' Total** (Dancer-Fitzgerald-Sample), **Campbell Soups** (Needham, Louis

& Brorby), **Tussy Cosmetics** (Kudner), **International Miners & Chemical Corp.'s Accent** (NL&B), **Ocean Spray Cranberries** (McCann-Erickson), **Shulton Inc.** (Wesley Associates), **Devoe & Reynolds Co.** (Erwin Wasey, Ruthrauff & Ryan) and **G. & C. Merriam Co.** (Kenyon & Eckhardt).

NBC-TV said 11 advertisers had placed orders representing \$4 million in daytime business with the network during the week ending June 26. The advertisers are **Andrew Jergens Co.** (Cunningham & Walsh); **The Borden Co.** (Fuller & Smith & Ross); **Bristol-Myers** (Ogilvy, Benson & Mather); **General Electric Lamp Division** (BBDO); **Hartz Mountain Products Corp.** (MacManus, John & Adams); **Miles Labs** (Wade Advertising); **Ralston Purina** (Guild, Bascom & Bonfigli); **Minnesota Min-**

ing & Manufacturing (MacManus, John & Adams); **Scott Paper Co.** (J. Walter Thompson); **E. R. Squibb Co.** (Benton & Bowles), and **Vick Chemical Co. Division** (Morse International).

P. Lorillard Co., New York, has signed for sponsorship in *The Price is Right* and *The Tennessee Ernie Ford Show* in late September on ABC-TV. The daytime TV order was placed through Lennen & Newell, New York.

Investor-Owner Electric Light and Power Co., through N. W. Ayer & Son, New York, will sponsor three one-hour variety specials on ABC-TV next season.

Chevrolet Motor Division of General Motors, Detroit, through Campbell-Ewald, that city, has renewed its sponsorship of five-minute CBS Radio week-end newscasts for the 11th year.