

ACCOUNT	TO	FROM	BILLINGS (in millions) RADIO-TV	
			TOTAL	TV
Lehn & Fink				
Noreen hair color rinse	Geyer, Morey Ballard	F&S&R	0.5	0.38
Stri-Dex	Manoff	F&S&R	0.5	0.48
Tussy	Manoff	Kudner	1.0	0.4
Lestoil	LaRoche	F&S&R	4.2	4.0
Lever Bros.				
Imperial margarine	OB&M	FC&B	3.0	2.0
*Pepsodent toothbrushes	OB&M	FC&B	3.0	2.5
*Pepsodent paste, Pepsodent Fluoride	SSC&B	FC&B		
Lifebuoy	BBDO	SSC&B	2.5	1.5
Good Luck margarine	DDB	OB&M		
Breeze	DDB	Reach, Mc-Clinton	2.5	1.7
Lucky Lager beer	BBDO	M-E	2.3	1.6
Miles Labs				
Alka-Seltzer	Jack Tinker	Wade	12.0	10.0
Nestle Co.				
Quik, chocolate prods, Every-ready cocoa, bars, morsels, cookie mix, Nestle's chocolate	Burnett	M-E	8.0	6.0
Nestea	Warwick & Legler	M-E	2.5	2.45
Hot cocoa mix	Van Sant, Dugdale & Co.	M-E	0.5	0.3
New York Herald-Tribune	Y&R	PKL	0.85	0.8
Ozone Products	Lampert	Sudler & Hennessey	1.0	0.8
Pacific Finance Corp.	Hickson & Jorgensen	Wasey	1.3	0.45
Procter & Gamble				
Joy	Grey	Burnett	4.5	4.0
Quaker Oats Co.				
Burry Biscuit	JWT	Weightman	1.0	0.2
Life cereal	DDB	JWT	1.5	0.4
Puss 'n Boots	PKL	Lynn Baker	3.0	1.2
Quaker Oats, Mother's Oats	DDB	Compton	3.5	1.1

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Rayette Inc.				
Young Set, Aqua Net hair spray, portable hair dryer, Aqua Gold shampoo	Smith/Greenland	Taplinger, Millstein	1.5	1.2
Rheingold Breweries	DDB	FC&B	7.5	6.4
Rival Packing	Grey	DDB	1.3	0.814
Helena Rubinstein			3.0	1.0
Make Up, Fragrance, Here's How	Warwick & Legler	OB&M		
Nudit	F&S&R	Frolich		
Salada Foods Inc.	Carl Ally	Hoag & Provandie	3.0	1.9
Staley Mfg. Co.	Maxon	Wasey	3.5	2.1
Standard Brands				
Tender Leaf tea	Bates	JWT	2.5	1.75
J. P. Stevens	M-E	Fletcher Richards	1.7	0.57
Stokely-Van Camp				
frozen foods	Tatham-Laird	Bozell-Jacobs	1.0	0.3
Storz Brewing Co.	BBDO	L&N	0.8	0.3
Transogram	F&S&R	Helitzer, Waring & Wayne	1.4	0.94
Van Camp Sea Food Co.	GB&B	Wasey	3.5	2.2
Vicks VapoRub	Burnett	Morse	1.0	0.95
West End Brewing Co.	B&B	DDB	1.5	1.1
Whitehall Division, American Home Prod.				
Bisodol tablet and powder	JWT	SSC&B	0.5	0.5
Dristan Nasal Mist	JWT	Tatham-Laird	3.7	3.2
Infra Rub	C&W	SSC&B	1.2	1.0
William Wrigley Jr. Co.	Kudner	Wasey	1.5	0.95
Yardley of London	Gardner	DDB	2.5	0.85

*Pepsodent figure includes total business from FC&B

Other substantial radio-TV advertising budgets caught up during the year in account changes: Lever Bros. by the year-end had reassigned several products among its agencies, totaling \$11 million in billing (\$7.7 million in radio-TV); Edward Dalton Co. (Metrecal and other products) moved from Kenyon & Eckhardt to Ogilvy, Benson & Mather (estimated \$5 million billing, \$4 million in radio-TV); Procter & Gamble's Joy switched from Burnett to Grey (\$4.5 million total, \$4 million in radio-TV); broadcast-oriented Lestoil (\$4 million out of estimated \$4.2 million is in radio-TV) left Fuller & Smith & Ross and appointed C. J. LaRoche.

Mergers Continue ■ The progression of merger and absorption among major agencies over the past few years may be expected, if continued in 1965, to spark further client discontent or product conflicts.

North Advertising's absorption of the Lawrence Gumbinner agency in New York, Interpublic's consolidation of The Fletcher Richards Co. into its group of companies, and the effected merger

of Donahue & Coe with Ellington & Co. to become West, Weir & Bartell at the start of 1964, have been followed by the marriage of Needham, Louis & Brorby and Doherty, Clifford, Steers & Sheffield to become Needham, Harper & Steers (BROADCASTING, Dec. 14, 1964) and the Earle Ludgin & Co's absorption of MacFarland, Aveyard & Co. also now in effect (BROADCASTING, Nov. 16, 1964). Lennen & Newell, meanwhile, has integrated the L. C. Cole Co., San Francisco agency, into its operation (BROADCASTING, Dec. 7, 1964).

In billings gained through account shifts, Grey Advertising took top honors, picking up some \$20 million including Bufferin, P&G's Joy, portions of Heinz Food and Rival Packing Co. The radio-TV volume involved came to more than \$14.1 million.

Doyle Dane Bernbach was a hot agency in 1964, gaining an estimated \$18.7 million (\$13.8 million in radio-TV) and dropping only \$4.5 million (\$2.1 million in broadcast).

Leo Burnett acquired at least some \$12 million in new billing (\$9.8 million

in radio-TV), while losing some \$4.5 million (\$4 million in broadcast).

BBDO, which shot up in the first half of 1964 with an estimated \$5.8 million in new billing from Lever Bros. (Lifebuoy), Lucky Lager Brewing and Storz Brewing, by yearend had offset the gain by losing the \$3 million E & J Gallo Winery account.

Gains—No Losses ■ Gardner Advertising was a top gainer—some \$10.5 million in acquisition of American Tobacco's Montclair cigarettes and Yardley of London—and suffered no major losses.

Maxon replaced most of its \$9 million loss of H. J. Heinz in early 1964 with the \$3.5 million Staley business and then the General Electric Co. \$5 million business later in the year.

Foote, Cone & Belding picked up an estimated \$2.5 million in Best Foods' Nusoft business, ameliorating somewhat the \$6-million loss in Lever Bros.' Pepsodent expenditures.

Benton & Bowles apparently stepped back during the year, replacing its \$9-million Eastern Air Lines loss with only