

# The New York Times

Financial Desk; D

## **ADVERTISING; Grey Reports Gains In Britain and U.S.**

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Grey Advertising made news yesterday on two counts, by acquiring more business in this country and by acquiring an agency in Britain.

The new business is from an existing client, the 3M Company, which is now assigning the Third Avenue giant a line of skin care products with the Buf brand name.

The products, some of which use the name Buf-Puf, are all for the care of facial skin. The previous agency was Dancer Fitzgerald Sample and according to Leading National Advertisers, the 1982 spending was \$1.5 million.

In England, Grey Advertising Ltd. of London has continued its five-year splurge of acquisitions by buying a controlling interest in Centrepont, a sales promotion shop that shares Beecham as a client.

Grey London's other acquisitions have been an agency now named Lerner & Grey, a television production company, and a media-buying company. Additionally it has started direct marketing and recruitment agencies.

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### **Search Summary**

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Source	Newspapers: All
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Results Found	4,351
Timestamp	17 July 2018 11:24