

Media people:
what they are doing
and saying

TIMEBUYER'S CORNER

NEW YORK: When Paul Theriault of Y&R was on his mid-western account tour several weeks ago, he had to take a non-scheduled, economy airline at one point, when other reservations weren't available. "Several times I thought we were coming in for a landing," Theriault told reps at the Monsignore, "but they were just spraying the crops." Then he added: "The only reason they served lunch was because we hit a flock of ducks."

A rep told a young secretary at B&B: "I'm not ready for marriage yet. Why don't we get a learner's permit first?" . . . When MW&S space buyer Bill Gooch attended the RTES seminar last week, someone commented: "He's like a Matzah ball in Irish Stew." . . . Mary Lou Benjamin of Grey asked her husband what he would like for his birthday. "Not to be reminded of it," he replied. Nevertheless, he was delighted by her surprise party.

One of the most colorful personalities Madison Ave. has seen in a long time is Stan Gillman, the Harvard man and ex-buyer who this week formed his own rep firm.

Sipping a Bloody Mary through his cigarette holder at the Drake Room, Gillman said to a station man he was pitching: "You have the charm of a used hot dog napkin."



Michael's Pub, (l to r) buyers Mike Cambridge and Wayne Silbersack of SSC&B meet with Felix Adams, who is national sales & merchandising mgr. of KRAK, Sacramento

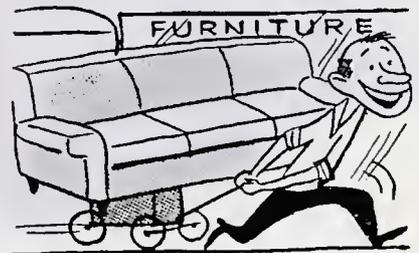
Enid Cohn of McCann-Erickson is expecting . . . Jackie Moore, who is expected to be with BBDO, has joined Gumbinner . . . Changes at B&B because of the new Texaco account: Merrill Grant's been made asst. media dir. on the account, with Jack Mitchum and Tom McCabe handling buying . . . Mike Keenan left F-C-B for L&N, becoming asst. media dir. . . At Compton, Steve Kates is now buying on Chesebrough-Pond's.

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What they see on WJAC-TV



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