



## 'WAY OUT IN FRONT!

Oldtime steamboat races along our Ohio River Valley were often close, and hazardous to put your money on. Quite different from today's audience race among TV stations. When you put your money on WSAZ-TV, you've picked *THE* winner. Survey after survey gives the title to this 69-county giant — and the latest Nielsen is no exception. Consider these WSAZ-TV margins over the next-best station:

**95,670 more homes per month**

**99,430 more homes per week**

**101,130 more daytime homes, weekdays**

**100,580 more nighttime homes, weekdays**

WSAZ-TV steams with comparable popularity across a four-state domain wherein almost \$4,000,000,000 buying power awaits advertisers who like to ride with the winner. The gangway is down at any Katz office.

**WSAZ-TV**  
CHANNEL 3

HUNTINGTON-CHARLESTON, W. VA.  
**N. B. C. NETWORK**  
Affiliated with Radio Stations  
WSAZ, Huntington & WKAZ, Charleston  
LAWRENCE H. ROGERS, PRESIDENT  
Represented by The Katz Agency

## Tv and radio NEWSMAKERS



**Jack Thayer**, of WDGY, Minneapolis-St. Paul, is perhaps the first full-fledged disk jockey in a major market to move overnight from his turntable to the general manager's office. Last week, Todd Storz, president of Storz Stations of which WDGY is one, named Thayer to the general manager post to succeed Stephen Labunski who resigned to become a vice president at ABC. Thayer will assume the new position on 3 July. In the Twin Cities, Thayer has been a part of the radio-television picture for the past 15 years. He joined the Storz organization in January 1956 when Storz purchased WDGY. Since then he has held down morning and afternoon d.j. program slots; in addition he was production and promotion director. Other Storz managers once on the air are: Jack Sandler, WQAM; G. Armstrong, WHB.

**Norman B. Norman**, in the advertising field since 1934, and executive vice president of Norman, Craig & Kummel, Inc., recently was elected president of the agency. He replaces Elkin Kaufman who has resigned. At the same time, Eugene H. Kummel, vice president and secretary, and B. David Kaplan, vice president and treasurer, were elected executive vice presidents.



Kummel has been associated with Norman in the agency business for nine years. He started his career in advertising at Young & Rubicam, and was subsequently employed by the Lambert Pharmacal Co. Kaplan has been in advertising for 13 years, the last four of which he has been with Norman, Craig & Kummel. Prior to joining the agency, he was account executive at FCB. The fourth member of management at NCK is Walter Craig, in charge of radio and tv.



**Bill Walsh** heads up the television department of the new Boston office of Edward Petry Co., Inc. which opened on 17 June in the Statler office building. Francis Howard is in charge of radio sales for the New England area. The Petry organization now has a total of eight offices each with complete separation between tv and radio. Walsh also will serve as office manager. He broke into media sales with the *Boston Record-American*, was four years with the John C. Dowd Agency in Boston, then became an account executive in the Boston office of Weed & Co. Before joining Petry, Walsh was on the sales staff of station WEEL, Boston, for three years. Francis Howard, now heading up the radio department, served in the Air Corps in World War II. After the war, he was in charge of radio advertising for the Charles H. Nolan Ad Agency.