

TELEVISION CLEARING HOUSE

Incorporated

Announces the
opening of its

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For the convenience of
British and European
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and the expansion of our

Executive Offices

at

157 West 57 Street

JUdson 2-6300

(Cable address — TELECLEAR)

radio out of the doldrums by becoming part of their respective communities, rather than merely "serving the public."

Ben Strouse
President & General Manager
W W DC, Inc.

I read with a great deal of interest Joe Csida's column about the Plough stations. At the outset, let me say that we certainly think Harold Krelstein and his group are wide-awake, energetic, and progressive radio operators. But as for the system they claim to originate and copyright, you must know the background to realize how naive this is.

Up until recently, Plough's one station in Memphis, WMPS, was a network outlet, and not doing too well from a rating standpoint. Casting around to try to figure out something to improve the station, they decided to adopt the independent news, music, weather format which has been so successfully used by the Storz stations, and for a long time by WNEW, WITL, WIND, etc. The Storz stations, when they started a few years back, adopted this same format which has proved successful here in Baltimore on WITL, as well as on many other stations, for a great number of years.

We feel at WITL that we are the most imitated station in the country because of the dozens and dozens of station managers who have been here to study our operation over a period of years and that the so called Plough formula simply started here, went through Storz, McLendon, and a few other stations, finally to Plough, and eventually back to Baltimore to give us some aggressive competition.

R. C. Embry
Vice President
WITL, Baltimore



Station trademark

In a recent Sponsor Hears column you carried a list of station trademarks and you asked your readers to identify them.

We feel that our little WeeReBeL should have been included because it's a perfect tie-in to (1) our call letters, WRBL; (2) the fact that we are the Columbus in the South; and (3) He's a pretty cute fellow.

J. W. Woodruff, Jr.
President & General Manager
WRBL, Columbus, Georgia

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