TELEVISION CLEARING HOUSE
Incorporated

Announces the opening of its
LONDON OFFICES
88 Bexley Road, Eltham
(Cable address — SICABLON)

For the convenience of
British and European advertisers
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 Stone
President & General Manager
W II DC, Inc.

I read with a great deal of interest Joe Cohn’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, WHTI, WIND, etc. The Storz stations, when they started a few years back, adopted this same format which has proved successful here in Baltimore on WHTI, as well as on many other stations, for a great number of years.

We feel at WHTI 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
WHTI, 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 WcRelief should have been included because it’s a perfect tie-in to WREL. (1) our call letters, WREL; (2) the fact that we are strong in the Columbus in the South; and (3) He’s a pretty cute fellow.

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

OF INTEREST TO AGENCIES MANUFACTURERS ADVERTISERS

THE T. C. H. STORY
Regarding LIVE LOCAL Program Networks

TELEVISION CLEARING HOUSE
INCORPORATED
157 West 57 Street
New York, N. Y.
JUdson 2-6300