



# TIC TOC

Vol. 1, No. 6 September, 1962

## THE PRESIDENT'S COLUMN by Paul W. Morency

The details of the party, which you decided would be held at the Statler, have now been arranged. It will be a dinner dance on Thursday evening, October 11. You are most cordially invited to attend and to bring a guest.

There will be a reception at six-forty-five and dinner will be served at eight o'clock.

Paul Landerman's Orchestra will furnish the music.

Will you please fill out the form which you will find in this issue of TIC TOC so that we may have an accurate idea of the number who will attend.

## SPOT WELDER, NOBLE WIFE TO JOIN FRED BERNARD SHOW

On September 17, the WTIC staff will be enriched by the addition of two roving reporters, a home economist, an announcer, a boy spot welder, a song sayer, a book reviewer and a noble wife.

All of these new staff members, plus a loved star, a meteorologist, a dean of agriculture, a drummer, a sportscaster and several others, have been assigned to one program -- the Fred Bernard Show. This huge addition to the staff will not tax the capacity of Broadcast House because reporters Wally Ballou and Arthur Schermerhorn will be roving; boy spot welder Matt Neffer has found work welding spots on buildings under construction on Constitution Plaza; beloved Barry Campbell will be appearing at theaters where his movies aren't playing and meteorologist Clifford Fleming will be outdoors -- determining if the weather will be "sunny and nice" or "rainy and not nice," the only forecasts he makes.

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## WTIC-TV FALL SCHEDULE STRESSES COMEDY, DRAMA, PUBLIC AFFAIRS

The WTIC-TV fall schedule contains healthy portions of comedy, music, public affairs and dramatic programs.

The program department has also scheduled 17 professional and 13 college football games, plus 8 political debates, thereby providing full coverage of autumn's top spectator sports, football and politics.

Included in the schedule are such old favorites as Lucille Ball and Loretta Young in new series. Two notable fat men, Jackie Gleason and Alfred Hitchcock, are also back with hour-long programs.

The pro football season opens Sunday, Sept. 16, with the National Football League's Giants at Cleveland. Allie Sherman's Giants will play in 14 of the 17 televised games. In addition, there will be Saturday games late in the season between Washington and Baltimore and Cleveland and San Francisco and the annual Thanksgiving game between the Green Bay Packers and Detroit Lions. Thirteen NCAA college games have been scheduled for Saturdays.

Football will be followed by politics on eight consecutive Sunday afternoons when candidates for the Senate, Governor and Congress debate on WTIC Radio and Television.

Two new programs will appear on the Sunday schedule, The Real McCoys and True Theater. The Real McCoys, a popular comedy series on ABC for five years, will have its CBS premiere Sept. 30. True Theater will mark the return of Jack Webb of Dragnet fame in a dramatic series based on true adventure stories.

Loretta Young returns with her first continuing television role in The New Loretta Young Show Monday nights. Monday's other new show will be Stump the Stars, a game based on the old Pantomime Quiz, with Pat (Guido Panzini) Harrington as host.

The Lloyd Bridges Show, a series in which Bridges portrays a roving journalist, is Tuesday night's new program. Red Skelton, a Tuesday night institution, will have a full hour comedy show this season, followed by Jack Benny, a Sunday night institution since the 1930's, who reportedly made the move to Tuesday when told it wouldn't cost him anything.

(Cont. p. 3)

FRED BERNARD SHOW  
(Cont. from Page 1)

Unlike the meteorologists now working at the station, Fleming has no truck with fancy instruments.

"I get all I need to know by wetting my finger and holding it up in the wind," he recently confided.

Wally Ballou, Matt Neffer et al were hired at an agency operated by two gents named Bob and Ray, who assume full responsibility for their anticipated antics.

Bob and Ray, possessors of the best known first names in radio since Amos and Andy, are currently taping comedy material dealing with Hartford and Connecticut so that their troupe can make listeners laugh five afternoons a week on the Fred Bernard Show.

Fred has made several promos with Messrs. (Bob) Elliott and (Ray) Goulding.

— Producer Dave Wilkinson discovered a village near Putnam called Ballouville, and Wally Ballou plans to cover many events in this village named for his ancestors. Even though nothing ever happens in Ballouville, Ballou has indicated that this community deserves more news coverage than such relatively dull places as New York, New Haven and Hartford. A detailed story on Mr. Ballou's career appears on Page 3.

Webley Webster, the Fred Bernard Show's new book reviewer and primitive, denies any relationship to West Hartford's Noah Webster. The Webster named Webley was quite irate upon learning that the Webster named Noah had made up the dictionary.

"He had some nerve," said critic Webley.

Mr. Morency:

I accept with pleasure your kind invitation to attend a dinner dance at the Statler Hilton Hotel on the evening of October 11, 1962.

I cannot accept.

The name of my Guest is \_\_\_\_\_

\_\_\_\_\_  
Signature

FRANK ATWOOD  
WILL RETURN  
IN OCTOBER

Farm Director Frank Atwood has recovered from the illness that hospitalized him at the end of May and is scheduled to return to Broadcast House in early October.

The Atwoods are currently vacationing at Cape Cod.

The WTIC Farm Youth Committee, Bob Simmons reports, has selected two Connecticut 4-H members for expense-paid trips to the National Dairy Conference in Chicago as guests of WTIC. They are Carolyn Bigos of Litchfield and Roger Bradway of Union. Both have purchased cattle through WTIC loans.

The committee selected the youngsters after touring the farms of four outstanding 4-H members in Litchfield, Union, East Granby and Mystic, in the four corners of the state.

NOTE TO SLOSHERS....

Coffee sloshing has become something of a problem on the white floors of Broadcast House.

Coffee sloshing, for the benefit of those who drink milk, is caused by the coffee consumer's inability to transport his stimulant from the coffee machine to his department without spilling it and leaving a trail through the halls.

The result is a rather unattractive stain that adds nothing to the building's decor.

Sloshing can be avoided by carrying coffee on a tray or by using napkins when holding the hot containers.

All of the above applies to chicken broth and hot chocolate sloshers as well.

# TIC TOC SCHEDULE

Wednesday nights will be rich in both public affairs and comedy programs. Dr. Albert E. Burke will have a new series of provocative discussions on Probe. CBS Reports will move from late Thursday night to early Wednesday night, enabling school children to watch this excellent public affairs program.

Connecticut-What's Ahead? will return to its usual Wednesday spot in November and will be seen once a month thereafter.

The comedy lineup on Wednesday night will include Dobie Gillis and Dick Van Dyke and a new show, The Beverly Hillbillies, a series about an Oklahoma Mountain family that strikes it rich in oil and moves to a mansion in Beverly Hills.

Mister Ed, the talking horse, whose show was last season's comedy hit, moves to Thursday night this fall. He will be followed by three other new Thursday night tenants, Perry Mason, The Nurses, and Alfred Hitchcock. The Nurses is a series on life at a metropolitan hospital. Alfred Hitchcock is moving from NBC where he had a half-hour program, not nearly long enough to develop a good murder.

The Lucille Ball comedy series is Saturday night's opener, followed by Jackie Gleason's American Scene Magazine. The Gleason show, an hour of comedy, variety and music, will follow a departmentalized magazine format, with the comedy tied to topical themes.

The complete WTIC-TV fall schedule appears on Pages 5, 6 and 7 of this issue of TIC TOC.

## TIC TOC REPORTERS

Jim Aseltine, Joyce Bennett, Bill Caricello, Reneta Cuff, Brad Davis, Len Dougherty, Bill Grammas, Jack Guckin, Jerry Haber, Lew Krause, John Lanzieri, John Reno, Woody Sloan, Sid Stewart, Dave Wilkinson  
Edited by Dick Ahles

## BALLOU, NEW WTIC STAFFER, HAD SCOOP ON LANDON WIN

Wally Ballou, the first radio reporter on the air with news of Alf Landon's victory over Franklin D. Roosevelt in the 1936 presidential election, will join the WTIC staff September 17.

Ballou's career as a radio reporter began many years ago when he received his first assignment from the news director of a small Massachusetts radio station.

"Find Judge Crater," said the news director.

"Right, chief," replied Ballou, saluting smartly.

Ballou is still working on that first assignment, although his reportorial genius has taken him far from that small Massachusetts station. "Once I smell a story, I stick with it," says Ballou with characteristic modesty, "and in this Crater thing, I smell a big one."

Under the aegis of editors Bob (Elliott) and Ray (Goulding), who frequently put parentheses around their last names, Ballou has carved himself a special niche in the radio reporters' hall of fame. He stands apart from the likes of Edward R. Murrow and William R. Shirer, who prefer that arrangement.

Recently, Ballou revealed for the first time how he scored his first election "beat," as he calls them, in the 1936 election.

"With some pre-election dope culled from the Literary Digest, I selected a small village in Maine, where everybody votes at six in the morning, as my Election Day base. They vote early to get in the afternoon papers as the first town in the country to have its vote in.

"All 19 voters went to the polling place in William McKinley High School and voted by 6:17 that morning. At 6:28 the results were in: 17 for Landon and 2 for Roosevelt. I made a quick, simple mathematical computation, and at 6:30 I was on the air with the day's first report on the Landon landslide."

At WTIC, Ballou will be assigned to the Fred Bernard Show, Monday through Friday from 3:30 to 6:00 PM. He plans to work out of Ballouville, a village in the northeastern part of Connecticut, where nothing ever happens.

"Things will happen in Ballouville," said Ballou, donning his trench coat to signal the end of the interview, "because the news goes where Ballou goes."

## STEVE MYERS TAKING ALL IN WTIC GOLF TOURNEY

Steve Myers, whose early season success on the golf course was reported in the first issue of TIC TOC, has come a long way since he shot an 85 the first time out this season.

Steve is currently in first place among the golfers in the WTIC tournament. His latest victim was John Pohorylo, who plays quite a good game.

The Joe Turkowskis are happy inhabitants of their first home. They moved into the new home in East Hartford last month.

The engineering staff is again intact with vacations over for nearly everybody. The Holcombes enjoyed part of their vacation at Cooperstown, N. Y., where Lou, an ardent baseball fan, made a pilgrimage to the Baseball Hall of Fame.

All four Conticellos enjoyed two weeks at Cape Cod, where they found that the other Cape Cod enthusiasts on the staff were absolutely right. Irene and Joe Lorrain and the girls divided their vacation between Cape Cod and New Hampshire. The George Dawson family also vacationed in New Hampshire, George's home state, and Mickey Gentile and family stayed close to home, swimming on the Connecticut shore.

## NOTES FROM RADIO

Babs Russell, radio traffic manager, wishes to thank WTIC for its generous contribution to the Heart Fund in memory of her father.

Robert E. Smith has become a flying enthusiast. Invited to weekend with friends at East Chop, Martha's Vineyard, he took to the air and flew there in 45 minutes, a trip which takes five hours by land and sea.

Paul Gionfriddo has made great strides in his weight-lifting efforts. He can now bench press 300 pounds and military press 205 pounds -- and he will undoubtedly tell you what that means if you ask him.

## DAUGHTER FOR ROYS

A daughter was born to Mr. and Mrs. John Roy of Bloomfield in Mount Sinai Hospital on Sunday, September 2.

Mrs. Roy, the former Anne Corrette, was secretary to promotion manager Gene Muriaty until last June.

## GOVERNOR ASKS SIMMONS TO JOIN WHYTE COMMITTEE

Bob Simmons of the news staff has been asked to serve on the governor's steering committee to implement the "Whyte Report," a comprehensive, long-range plan for preserving open spaces and natural resources in Connecticut.

Governor Dempsey has urged that implementation of the proposal be made a major state project.

Bob, who has been filling in for Frank Atwood all summer, plans to continue work at Trinity College on his Master of Arts degree in political science this fall. He's taking a course on "American Parties and Politics."

## JOANNA S. DEBEAR HAS BOTH FATHER, GODFATHER IN NEWSROOM

Newsroom news is in somewhat of a slump at this writing -- in a hiatus as it were, which, contrary to some opinion, is not a town located between Hartford and Hyannisport.

The Larrye deBears are the smiling parents of a third little deBear by way of Mount Sinai Hospital. All doing well. The caption for the new arrival is Joanna Stewart deBear -- with Sid Stewart of the Newsroom the godfather.

Bob Eaton, son of vice president-news and news director Tom Eaton, will soon be returning to Northwestern University after a summer on the Hartford Courant.

## CONNECTICUT COLLEGE GRADUATE JOINS PROMOTION DEPARTMENT

Betty Lange, who was graduated from Connecticut College for Women last June, has joined the Promotion Department as a promotion assistant.

Betty, a native of Illinois, is a West Hartford resident and a graduate of Hartford's Oxford School. She majored in English at Connecticut College.

WTIC TV FALL SCHEDULE

\*Dates Denote Premieres

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AM	SUNDAY	MONDAY	TUESDAY	WEDNES- DAY	THURSDAY	FRIDAY	SATURDAY
6:00		COLLEGE 9/24		OF	THE	AIR	
6:30		SUNRISE 9/24		SE	SE	STER	
7:00		The American Mind 8/13	Twentieth Century Revolutions 8/28	The Exceptional Child 10/3	Music As A Language 8/16	Japan-The Changing Years 9/21	
7:30		Perception	Insights 10/16	RFD #3 eff. 10/17	Understand- ing Our World	International Zone eff. 8/31 This Is UConn 11/2	Sunrise Semester 9/29
8:00	TBA		CAPTAIN		KANGAROO		This Is UConn 10/27
8:30	Christo- phers Davey and Goliath	"	"	"	"	"	Alvin 7DB
9:00	TBA	HAP	RICHARDS	SHOW			Captain Kangaroo
		DEBBIE	DRAKE	SHOW			
9:30	Understand- ing Our World		THE MILLIONAIRE			VT-DB	"
10:00	Lamp Unto My Feet		CAL	END	A	R	Deputy Dawg
10:30	Look Up And Live	HOMEMAKER'S		MOVIE			Mighty Mouse
11:00	Camera 3	"	"	"	"	"	Rin Tin Tin 9/29
11:30	The Inquiring Mind 10/21	"	"	"	"	"	Roy Rogers

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AM	SUNDAY	MONDAY	TUESDAY	WEDNES- DAY	THURSDAY	FRIDAY	SATURDAY
12:00 Noon	Insights  10/14	L O V E 12:25	O F C		L I F E N E W S	E 10/1	Sky King
PM 12:30	We Relieve 12:55 - CBS News	S E A R C H   F O R   T O M O R R O W					Reading Room 9 /
1:00	Perception 9/16	B	E S T	S	E L L	F R	RFD #
0	9/16 Your Community This Week In Sports 9/16	A S	T H E	W O R L D	T U R N S		NCAA Football 9/1
2:00	Pro Football 9/16	P	A S	S W	O R	D	"
2:30	"	H O	U S	E P	A R	T Y	"
3:00	"	E D G E	O F	N I G H T		DB	"
3:30	"	T O	T E L	L T H E	T R U T H		"
		3:55	C B S	N	E W S		
4:00	"	R A	N G	E R	A N	D Y	Jungle Jim 11
4:30	"	4:30		N	E W S		Our Miss Brooks
	Yesterday's Newsreel 9/16	B I G   T H E   A T E R					
5:00	Pollack's 1962 9/9	"	"	"	"	"	The Walt Gator Sho (color) 10/
5:30	College Bowl 9/23	"	"	"	"	"	Brad Dav 10/

# WTIC TV FALL SCHEDULE

\* Dates Denote Premieres

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PM	SUNDAY	MONDAY	TUESDAY	WEDNES- DAY	THURSDAY	FRIDAY	SATUR- DAY
6:00	Twentieth Century	B G 3	T H E A T E R				Weather Sports News
		6:25 W	E A T H E R				
6:30	Password	C H A N N E L 3 N E W S & S P O R T S					Broken Arrow
	9/16	W A L T E R C R O N K I T E & T H E N E W S					
7:00	Zoorama	After Dinner Movie	To Tell The Truth 8DB	Probe (Albert E. Burke) 9/19	Wyatt Earp 10/18	Death Valley Days	Lucille Ball 5DB 10/6
7:00	Dennis The Menace	"	What In The World 9/25	CBS Reports	Mister Ed 9/27	Rawhide	Jackie Gleason
8:00	Ed Sullivan	"	Lloyd Bridges 9/11	"	Perry Mason	"	" 9/29
8:30	"	"	Red Skelton	Dobie Gillis 9/26	" 9/27	Route 66	The Defenders
9:00	The Real McCoys 9/30	Danny Thomas 10/1	" 9/25	The Beverly Hillbillies 9/26	The Nurses	" 10/5	"
9:30	True Theatre 9/30	Andy Griffith 10/1	Jack Benny 9/25	Dick Van Dyke	" 9/27	The Detectives 10/12	Have Gun, Will Travel
10:00	Candid Camera	Loretta Young 9/24	Garry Moore	Circle Theatre A/W	Alfred Hitchcock	(Playhouse 3 - 9/21, 9/28, & 10/5)	Gunsmoke
10:30	What's My Line	Stump the Stars 9/17	" 9/25	U.S. Steel Hour	" 9/20	Eyewitness	"
11:00	CBS News	C H A N N E L 3 N E W S & W E A T H E R					
11:15	Movie Master- pieces	S T A R L I G H T		M O V I E		America's Greatest Movies	Saturday Spectacular