



HERMAN D. TAYLOR

1900 - 1965

We are saddened by the death of Herman D. Taylor, a cherished friend and colleague, who served our Company longer than any other man. His devotion to his family and to his profession should serve as an inspiration to everyone who knew him and his loss will be deeply felt by all of us.

*Paul Morency*

**MIKE AWARD PRESENTATION IN NEW YORK,  
STAFF PARTY HERE TO MARK 40TH BIRTHDAY**

The fortieth birthday of WTIC will be celebrated in New York and Hartford during the week of Feb. 7.

On Monday, Feb. 8, the station will receive the Broadcasters' Foundation Mike Award, one of the industry's highest honors, at the annual Broadcast Pioneers' banquet in New York City.

A cocktail party and buffet will be held for members of the staff, their husbands, wives or guests will be held on Wednesday, Feb. 10, from 6:30 to 8:30 p.m. In order to anticipate the number attending the party, the coupon on Page 3 should be filled out and returned to Mr. Morency by Tuesday, Feb. 2.

The Broadcasters' Foundation Board of Directors announced on Jan. 11 that WTIC, "one of America's distinguished pioneer stations," had been selected for the 1965 Mike Award in honor of WTIC's "dedication to quality, integrity and responsibility in programming and management."

The Mike Award has previously been presented to only four other stations: KDKA, Pittsburgh; WLW, Cincinnati; WGN, Chicago, and WSB, Atlanta. It will be presented to President Morency by Clair McCollough, Broadcasters' Foundation president.

Many of the most prominent persons in the broadcasting industry, a number of present and former WTIC staff members and advertising, newspaper and trade magazine officials will attend the banquet at the Hotel Pierre. Entertainment will be provided by Miss Gianna D'Angelo of Bristol, Connecticut and the Metropolitan Opera and a performance of the third and fourth movements of "The Broadcaster" conducted by composer Robert Maxwell, the famous composer and harpist who was commissioned by the Company to compose the symphonic suite for the dedication of Broadcast House in 1961. Moshe Paranov of Hartford, who conducted WTIC's concert orchestra in the 1930s, will conduct the orchestra accompanying Miss D'Angelo.

Governor John N. Dempsey will represent the State and E. William Henry, chairman of the Federal Communications Commission, will be among the speakers.

Film of the presentation of the "golden" microphone will be one of the features of the staff party on Feb. 10.

**DECORATED BASEMENT TO BE LOCALE  
OF 40TH ANNIVERSARY PARTY FEB. 10**

The basement of Broadcast House will become a 1925 restaurant for an evening on Feb. 10 when the staff of WTIC TV-AM-FM celebrates the fortieth birthday of WTIC at a cocktail party and buffet.

Husbands and wives of staff members will also attend the party and unmarried staff members may bring a guest if they wish.

Jim Glenn and John Lanzieri have worked for several weeks to provide authentic atmosphere for the party. They have been and will be assisted by a decorations committee composed of Gene Muriaty, Paul Abert, Chuck Marshall and Eileen Berube. Entertainment is in the hands of George Bowe, Eileen O'Leary, Al Jackson, Fred Wade, Harold Dorschug and Ross Miller. Bob Tyrol is general party chairman.

Music for the party will be provided by a four-piece combo led by Morris Landerman, playing the hits of the '20s, '30s, '40s, '50s and '60s. Fred Wade, popular young male vocalist with the Merry Madcaps, will be the special guest star.

A Charleston contest has been planned and appropriate fortieth birthday prizes will be given to the best dancers.

There will be several surprises in the course of the evening, which will be concluded with the world premiere of the color film on Constitution Plaza, produced by Bowe, directed by Dick Huntley and photographed by Bob Dwyer.

**NEW HAVEN PROVIDES ADDED  
DRAMA FOR WTIC-TV CREW**

The New Haven Railroad provided some added drama when Paul Abert, Dick Heinze and Bill Mill rode a commuter train out of Stamford in mid-January for a "Connecticut-What's Ahead?" program on the bankrupt line's commuter problems.

The train broke down.

It broke down while Mill was interviewing commuters and he and his WTIC-TV colleagues had to transfer to another train along with the angry commuters.

The result was some excellent material for the program, plus some commuter comments that couldn't be used on the air.

**LT. ELLSWORTH ENDS  
ACTIVE RESERVE DUTY**

First Lt. Bob Ellsworth has completed his active Army Reserve duty and has gone on inactive status.

The officers and non-commissioned officers of the 43rd Division's Headquarters, which he served as public information officer, gave him a testimonial dinner in honor of his retirement from active duty.

The dinner, at the State Armory officers' club, included remarks by Tom Eaton, who noted Ellsworth's contributions to radio and TV coverage of Army training, and the presentation of two trophies--one a Korean War infantryman's boot, sprayed in gold.

**SMITH SELECTING MUSIC FOR THEATRE**

The newly remodeled Central Theatre in West Hartford is presenting a musical prologue, selected by Robert E. Smith, before each feature.

Screen credit for the music, selected from the Smith collection, is given before each performance.

**BIG MONTH FOR  
LITTLE GIRLS**

The Harry Parcels, the Woody Sloans, the Ross Millers and the Dave Wilkinsons became parents of girls this month.

Laurelyn Christine was the first to arrive--on Jan. 12--to Harry and Joan Parcell. She's their first daughter, second child.

Jan. 22 was a busy day. Woody and Cathy Sloan became parents of Robin in the morning and Ross and Betty Miller's daughter Paula arrived in the afternoon. The Sloan family now consists of four children--two of each and Paula is the fifth Miller child and their third daughter.

Julie Wilkinson, the second daughter and second child of Dave and Jane Wilkinson, was considerate enough to arrive just before deadline for this month's TIC TOC on Jan. 27.

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Please complete this coupon and send it to Mr. Morency by Tuesday, February 2. (Check one)

Dear Mr. Morency:

I will be able to attend the 40th anniversary party on Wednesday, Feb. 10.

I will be working, but I will be able to join the other staff members for the buffet on Wednesday, Feb. 10

I regret that I will be unable to attend the anniversary party.

My guest will be \_\_\_\_\_

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**INVITED TO INAUGURATION**

Mr. and Mrs. Fred Edwards were invited to attend the inauguration of President Lyndon B. Johnson and Vice President Hubert H. Humphrey.

The invitation was made because of Fred's position as chairman of the State Industry Advisory Committee for the emergency broadcast system.

Dept. of anti-climax: They didn't go.

# WTIC: Four Decades of Informing, Entertaining and Serving the People

Page 4

It was on February 10, 1925 that Walter G. Cowles, a vice president of the Travelers Insurance Company, signed on the Travelers 500-watt station for the first time and introduced a service which, he promised, would be representative and worthy of the company whose name it bears. An unusual radio pioneer, Mr. Cowles was also responsible for many innovations in the insurance field, including the writing of the first automobile and aviation policies. He saw radio as a novel means of promoting good will among prospective policyholders.

The first broadcast included a talk by Mr. Cowles, selections by a contralto and a quartette imported from New York for the occasion and the station's first remote pickup--dance music from a downtown hotel. The station had already assembled a "mobile unit," consisting of a truck upon which amplifying equipment had been mounted. It was parked in an alley on the dining room side of the hotel to pick up the music on a wire from the dining room.

Historic broadcasts were nearly the rule during the station's first months on the air. One of the first, on March 4, 1925, was the inauguration of Calvin Coolidge. WTIC joined the first coast-to-coast network to carry the inauguration of the former Massachusetts governor to his fellow New Englanders. A few weeks later, the station attracted nationwide attention with another program from Washington when it presented exclusive comments by Colonel Billy Mitchell, who was awaiting court martial for criticizing his superiors' lack of interest in military aviation.

## MANY FIRSTS IN 1920s

The 1920s was also the decade of the world's first broadcast from a moving aircraft, the first music appreciation programs for school children, the first quiz program and the first broadcast of America's oldest intercollegiate sports event, the Harvard-Yale Regatta--all on WTIC. By 1929, the station's power was increased to 50,000 watts and WTIC was reaching a worldwide audience.

In that year, two young men who were to make major contributions to WTIC's growth and development, were employed by what was then known as The Travelers Broadcasting Service Corporation. Paul W. Morency, then manager of field service for the fledgling National Association of Broadcasters, was named station manager, and Leonard J. Patricelli, a 1929 graduate of Wesleyan University, became the station's--and New England's--first continuity writer. Today, Mr. Morency is president of Broadcast-Plaza, Inc. and Mr. Patricelli is vice president and general manager of WTIC TV-AM-FM.

## DECADE OF DISASTER

The Thirties was a decade of disaster in New England--the 1936 flood and the 1938 hurricane left thousands homeless and destroyed millions of dollars in property. It was during these emergencies that WTIC became the station southern New England knew it could turn to in time of crisis. Dropping all other programming, WTIC devoted full time to presenting a true picture of conditions in the disaster-stricken region. This type of programming was to be repeated in many emergencies, including the tragic Hartford circus fire in 1944 and the great 1955 hurricane and flood.

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## WTIC: FOUR DECADES

(Continued from Page 4.)

The Thirties was also a memorable decade for entertainment. Ed Begley, Louis Nye, Michael O'Shea, Gertrude Warner, and George Petrie were members of the station's acting company. Robert Maxwell, the composer of "Shangri-La" and the world's greatest jazz harpist, was a member of the studio orchestra, and Norm Cloutier's "Merry Madcaps" were on NBC at noon five days a week.

This month also marks the twenty-fifth anniversary of WTIC-FM, one of the nation's pioneer FM stations, which went on the air for the first time on February 5, 1940. The decade of World War II brought new challenges to WTIC and to the industry, but the Forties also saw radio and WTIC perform services never anticipated until war inspired new challenges and innovations.

Early 1942, the darkest period of World War II, was the time chosen by WTIC to inaugurate "Yale Interprets the News," a series of weekly broadcasts designed to bring some light into a world darkened by the forces of totalitarianism. Produced in cooperation with Yale University, the series recently marked its twenty-third year on the air. Now known as "Yale Reports," the series is as lively and stimulating today as it was more than two decades ago. In 1964, a "Yale Reports" program on the defense of unpopular causes received the American Bar Association's Certificate of Merit for "a distinguished contribution to public understanding and appreciation of the American system of law and justice."

## WAR AGAINST POLIO

WTIC was involved in another war in the 1940s--the war against polio. With The Hartford Courant, WTIC inaugurated the "Mile O'Dimes," which raised more than \$1 million for the successful war against polio. A few years later, the station inaugurated another unusual project--the WTIC Farm Youth Program, which has provided more than \$140,000 in interest-free loans to nearly 900 boys and girls for the purchase of dairy calves.

"Mind Your Manners" with Allen Ludden was the big program of the 1950s on WTIC--and later on NBC as well. The program, winner of nine major awards, including a Peabody Award, also inspired the station's campaign for a law that would provide long prison terms for those who sell narcotics to minors. The law was passed by the 1951 State Legislature.

(Continued on Page 6.)

## HERMAN D. TAYLOR, SENIOR STAFF MEMBER, DIED JAN. 15 AT AGE 64

Herman D. Taylor, chief engineer and the senior member of the staff in years of service, died Jan. 15 at St. Francis Hospital in Hartford after a brief illness. He was 64.

Mr. Taylor was one of the first two persons employed by the Travelers Insurance Co. in 1924 to plan the station that went on the air as WTIC in February 1925. He helped design the first studios and transmitter circuits and was at the controls for the first broadcast on Feb. 10, 1925. Many staff members have expressed regret that he did not live to join in the observance of the station's fortieth anniversary, for he was extremely proud of WTIC and its record.

He was born in Kaunas, Lithuania and lived in Leeds, England from 1901 to 1906 when his family came to the United States and settled in Hartford.

A true radio pioneer, he became interested in the "wireless" as a child. He studied radio at Hartford's Hillier Institute and received his first commercial license shortly after the U.S. entered World War I in 1917.

After trying to become a Navy radio operator and being rejected because of his youth, Mr. Taylor joined the Marconi Wireless Telegraph Co. and served as a radio operator on merchant ships that crossed the Atlantic with war supplies.

After the war, he was an RCA radio operator and an engineer and announcer in Philadelphia before joining WTIC.

He was a member of the Veteran Wireless Operators Assn. and a registered professional engineer in Connecticut. For many years, he was secretary of the Piaterer Verein Society.

He and Mrs. Taylor lived in West Hartford.

**WTIC: FOUR DECADES**

(Continued from Page 5.)

**TV Service**

The Fifties saw the successful conclusion of a long struggle by WTIC to provide television service to its listeners. WTIC-TV went on the air in September 1957 and became an affiliate of the CBS Television Network in 1958.

The Sixties have been years of change. In November 1961, WTIC TV-AM-FM moved from cramped quarters in one of the Travelers Insurance Company buildings to Broadcast House, a handsome, modern four-story building and the first to be completed on Constitution Plaza, the Travelers-financed urban renewal project which transformed a slum into one of the most widely acclaimed redevelopment projects in the nation.

In June of 1964, Constitution Plaza, Inc. and the Travelers Broadcasting Service Corp. were merged to form Broadcast-Plaza, Inc. with Paul W. Morency as president.

And 1965, the anniversary year for WTIC Radio, began auspiciously with the announcement of the selection of WTIC as the recipient of the Broadcast Pioneers Mike Award.

**JOE LORRAIN DID IT.....**

In the December TIC TAC, it was noted that the staff Christmas party was a great success, "thanks to Chairman Joe Levine...."

Joe Levine is the guiding genius behind Embassy Pictures and a great showman. Joe Lorrain is the man who staged a party worthy of a Joe Levine.

**GUY HEDLUND, WTIC PLAYHOUSE DIRECTOR, KILLED IN ACCIDENT**

Guy Hedlund, director of the WTIC Playhouse for several years, died in early January of injuries received when run down by a hit-and-run driver in Culver City, California.

Hedlund, 80, was a native of New London and had a career in the theatre, radio, television and motion pictures that spanned more than 50 years. At the time of his death, he was still conducting acting classes in California.

Among those attending his funeral in Culver City was Ed Begley, one of the members of the Hedlund troupe on WTIC in the 1930s.

**STORY OF DAMAGED, CIRCLING PLANE TOLD FIRST ON WTIC, THANKS TO TIP**

When a Mohawk Airlines plane had to circle Bradley Field for about two hours recently because of landing gear difficulties, WTIC News was there first.

Dick Heinze was responsible for the speedy reporting. He was working at Broadcast House when a friend, who had heard the pilot on his radio, called him. Heinze notified the newsroom and a call to the airport manager resulted in quick confirmation of trouble from the surprised manager, who didn't think the news media were yet aware of the problem.

Heinze arrived at the field first and called in early reports. Reporter Stan Simon was on hand by the time the plane made a safe landing and his report from the field was in time for the 6 p.m. radio news.

