



TIC TOC

November 1968

GEORGE MC GAULEY TO RETIRE AFTER 26 YEARS WITH COMPANY

Transmitter Engineer George McGauley retires Nov. 30 after nearly 26 years with the Company.

He will be honored by his colleagues at a dinner at the Parma Restaurant on Monday, Nov. 25, and at a staff reception in the third floor conference room at 2 p.m. on Wednesday, Nov. 27.

On Dec. 1, George and Ellen McGauley will leave for Florida on what George calls a "scouting trip" to find the ideal site for their winter home-to-be. The McGauleys plan to winter in Florida and spend the balance of the year at their home on the Boulevard West Hartford--close to their

children and three grandchildren.

George McGauley was born on Windsor Street in Hartford, on the site of the present Travelers Data Center. His boyhood home was bounded by three streets, "which meant quite a lot of snow shoveling." He was educated in the Hartford schools and received technical training from correspondence schools and the RCA Institute. In fact, George and Len Doughty successfully completed a television course offered by the RCA Institute long before commercial television was a reality.

George came to WTIC after several years as a service man with the Philco Corporation. He spent his first year at the downtown studios and enjoyed the adventure of breaking in as Bob Steele's engineer.

"That was a great year," says George. "Steele broke me up every morning and he still does." George also accompanied Steele and others on a number of remotes, handling fights at the car barns in Wethersfield and the shows from the Polish Home every week.

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COWP LEAVES HOSPITAL AFTER MAKING EXCELLENT RECOVERY

Cowp is home after making a fine recovery from the illness that hospitalized him nearly four weeks ago.

And, even though Vice President Irwin C. Cowper's retirement occurs on Nov. 30, his friends aren't going to let him miss the traditional retirement rites. Plans are being made to honor him at a dinner and a Broadcast House reception in the near future.

Cowp's retirement marks the completion of a career of 35 years at WTIC and nearly 40 years as a broadcaster.

Cowp was born in Montreal and moved to Boston with his parents when he was 7. He attended school in Brookline, Mass. and was graduated from Boston University's College of Liberal Arts in 1929. He worked his way through BU as a publicity writer and as night secretary at the Boston YMCA, where he also ran the "Braves Field Knot-Hole Gang," a summer program for settlement house kids. The afternoons at Braves Field were to prove valuable later when he broadcast Braves and Red Sox games for WNAC. In addition to sportscasting, he was an actor, singer, writer, announcer and producer at WNAC and for a short time, WMCA in New York, before coming to WTIC in 1933.

WTIC's history records Cowp's first major assignment:

"One of the most memorable of WTIC's remote broadcasts occurred on April 17, when the Pontifical Mass of Requiem for Bishop John J. Nilan was brought to thousands of listeners. The broadcast was of a type unprecedented in WTIC's history and the announcing assignment was given to Irwin Cowper who had recently come from WNAC in Boston to join the station's staff. His notable description of the procession and other highlights, and the remarkable multiple-microphone placement in the vast cathedral by WTIC technicians, evoked much favorable comment. Parochial schools in the diocese were kept in session in order that the children might hear the unusual broadcaster. Mr. Cowper capably handled other 'eye-witness' broadcasts later in the year, such as the Shrine Circus and the Grange Convention.

Cowp could write as well as he talked and the station used his writing talent early. In 1934, he started to write what was to be an extremely popular

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FESTIVAL OF LIGHT TO OPEN WITH CEREMONY ON NOV. 29

The annual lighting ceremony that marks the opening of the Christmas Festival of Light will be held on Constitution Plaza at 4:30 p.m. on Friday, Nov. 29.

In addition to the traditional evening ceremony, the day after Thanksgiving on Constitution Plaza will also be brightened by the Hartford Times Carol Sing at 9 p.m.

More than 200,000 tiny white lights will be turned on for the first time in the 1968-69 holiday season during the 4:30 p.m. ceremony. A highlight of the ceremony will be the visit of Santa Claus, who will travel down the side of 1 Constitution Plaza in an appropriately decorated window washer's gondola.

Although the plans for the ceremony are not yet complete, arrangements have already been made for carols by the 70-voice Glee Club of St. Mary's School in Jewett City. The Glee Club, composed of boys and girls in Grades 5 through 8, will be directed by Sister Lucille Joseph. President Patricelli will welcome those attending the ceremony and George Minnery, chairman of the Greater Hartford Chamber of Commerce Retail Trade Bureau, will represent the Hartford merchants. Brad Davis will be the master of ceremonies.

The lighting ceremony will be broadcast live on WTIC Radio and Television.

New this year to the Festival of Light will be a Nativity Scene composed of sculptured, three dimensional figures representing the Child in the manger, the three Wise Men and the shepherds who "watched their flocks by night." The Nativity Scene will be displayed in the exhibition booth on the northern end of Constitution Plaza.

COMPUTER INSTALLATION SLATED FOR NEXT MONTH

Construction of the computer room is expected to be completed in time for delivery and installation of the leased Honeywell computer on or about Dec. 9, according to John Green, who will supervise the computer operation.

Special raised flooring has been installed to cover the cables which inter-connect the various units of the computer and the ceiling has been lowered to cover pipes, lighting and the like. The raised floor and lowered ceiling still leaves as much space as there is in the average home.

Staff members who will be working directly with the computer have already attached brief orientation sessions on how the computer works and how the Company will use this tool. More sessions are being planned.

The staff will continue to be informed of developments in this latest effort to provide the best equipment for the best personnel in the broadcasting industry.

WTIC-TV OFFERED CLASSES DURING PUBLIC SCHOOL STRIKE

When Hartford's public schools were closed by a teachers' strike on Nov. 1, WTIC-TV immediately offered the Board of Education 90 minutes a day for televised classes.

The offer, made by President Patricelli was accepted by Alfred Rogers, school board chairman, who called the classes "an exciting and unique educational experiment." Classes conducted by school administrators were conducted from 9:30 to 11 a.m. on Monday, Nov. 4. Schools were not in session Nov. 5, Election Day, and the strike was settled the following day. WTIC-TV's offer was made for the duration of the strike.

KENFIELD TELLS IT LIKE IT IS MUSICALLY TO NAB

Supervisor of Music Larry Kenfield addressed the regional meeting of the National Assn. of Broadcasters in New York on Oct. 17.

Speaking on the topic, "Profile for Programming Music," Larry shared some experiences during the past 39 years in which "I have seen broadcast music go from live to transcribed to recorded. I have lived through the years of network affiliation which large blocks of network time and small blocks of the local time. I have seen radio vitally alive, have been with it through the doldrums and am now fortunate to be still with it as its popularity crests."

In his talk, he described the programs offered by the station and explained the services the music library performs for AM, FM and TV. He also told his audience about the organization of the library and explained how he puts each new record on trial for six months before determining what he will keep and what will be discarded.

Larry explained that he needs about 30 minutes for every 15 minutes of air time to put a show together and summarized his philosophy of selecting music in this way:

"In all the years that I have worked with music, starting with the live orchestras through the many, many types, periods and styles, they have all had one common denominator and that is

MESSAGES TO SERVICEMEN A NEW FESTIVAL FEATURE

Friends and relatives of servicemen stationed anywhere in the world may send them free Christmas messages from Constitution Plaza during the Christmas Festival of Light.

The messages will be transmitted by volunteers from "MARS," the Military Affiliate Radio Service, which is sponsoring the Christmas message service in cooperation with Broadcast-Plaza, Inc.

A Christmas message center will be in operation in the Willow Court on the northeast corner of Constitution Plaza Dec. 2 through 14. The center will be open from 6 to 9 p.m. Monday through Saturday to send messages to servicemen at Army, Navy or Air Force installations anywhere in the United States or overseas, with the exception of those stationed aboard ships at sea.

MARS is a civilian organization of amateur radio enthusiasts who work in support of the Air Force by handling what is termed "morale traffic" between servicemen and their families. MARS messages are transmitted on military frequencies, which assure them of clear channels and a minimum of red tape, according to Gregory Burton of North Granby, coordinator of the Christmas message project on Constitution Plaza. Burton is working with John K. Stuke of Vernon, state director of MARS, on the Festival of Light project.

The public service project of MARS and Broadcast-Plaza, Inc. is the newest feature of the Festival of Light, which begins at 4:30 p.m. on Friday, Nov. 29. Two hundred thousand white Christmas lights will be ablaze on the Plaza from 4 p.m. to midnight through Jan. 6.

KENFIELD

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"melody." And the guiding fact in judging a record is, 'Is it in good taste?' By that I mean, will you offend anyone by airing it. To me, these two criteria are basic -- melody and taste -- all other interpretations come after these two."

BOB KING RECALLS HOW HOBBY BECAME A FULL-TIME OCCUPATION

The man who picks Bob Steele's records every morning is one of those lucky people who has been able to turn a hobby into a full-time job.

Bob King, a part-time musician with full-time talent, had been in insurance for 17 years when he transferred from the Travelers Policy Loan Division to its radio station, WTIC, back in 1945. He celebrated his 40th anniversary with WTIC and its parent company on Sept. 10.

A Wallingford native, King was playing piano with area dance bands while still in Lyman Hall High School. After studying at Laurel College, he became a Monday through Friday insurance man while continuing to play piano on weekends. Around 1935, King began playing with a band organized by a Cromwell youth named Hal McIntyre who was to make a name for himself with Glenn Miller and as the leader of his own band in the late 1930s and early '40s.

King remembers Miller as a young musician-arranger who worked every night in a Broadway musical pit band and came up to Hartford when he could to try out his arrangements with the McIntyre band.

"We were playing the Miller sound long before anyone knew what it was," says King.

When McIntyre left Connecticut, he tried to take King with him, but "it was the middle of the Depression and we were expecting our first child. I just couldn't risk the sure \$20 a week I was making, along with that extra \$6 a night playing piano to go into the insecure big band business."

So King stayed in Hartford and continued playing with small dance bands in the area.

"But I enjoyed music, of course, and when the chance came to go with WTIC, I leaped at it."

That was in 1945 and King was put in charge of the few 78 rpm records in the music library.

"We still had musicians on the staff then," he recalls. "I don't think we had a thousand records. We were able to keep the few we had in filing cabinets."

Today, WTIC has more than 100,000 records--but King still occasionally picks up one of the old 78s for the Bob Steele Show.

King has been selecting music for Steele since 1947. Several weeks ago, when Steele made his semi-annual selection of his own records one morning, the list was strikingly similar to the usual King selections.

"We have about the same taste," says King. "We both like to emphasize melody and we have nothing against nostalgia. It's a formula that has been pretty successful."

King has lived in West Hartford with his wife, Annabelle, since 1943. The Kings have two married daughters living in West Hartford and Ellington, five grandchildren and no piano.

"When I stopped playing piano with bands, I stopped completely. I haven't owned a piano for years."

COWP LEAVES HOSPITAL
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series, "The Slumber Hour," featuring a young man named Ed Begley as "the watchman in the Travelers Tower." The WTIC history reports that "the watchman's homely philosophy interspersed with soft string music and the lyric tenor solos of Bradford Reynolds, made the program particularly appealing for the 11:30 to midnight period."

Someone once said to Cowp that he understood that Cowp had once been Ed Begley's writer. Always proud of his writing, Cowp replied, "Begley was my actor."

One of Cowp's last writing-announcing assignments before he transferred to Sales in the mid-1930s, was as the author and narrator of talks by "The Romantic Bachelor," described at the time as "philosophical ramblings of a benedict-to-be." The "romantic bachelor" knew what he was talking about. He married Helen Sternkopf the same year the show was on the air. They have raised two sons: Clive, now associated with the Travelers, and Andrew, with the Hartford Insurance Group.

In 1943, Cowp made what has become one of his most enduring contributions to WTIC. The first four notes of Beethoven's "Fifth Symphony" were, in the midst of World War II, one of the symbols of the hoped-for victory to come. The notes, which also represented the dots and a dash used to signify the letter V in Morse Code, became, at Cowp's suggestion, WTIC's time tone on July 4, 1943. According to WTIC history, the suggestion was "musically adapted by Leonard Patricelli." The three dots and a dash became WTIC-TV's time tone as well in 1957 and the unique time signal is heard on WTIC TV-AM-FM to this day.

In 1943, Cowp was also promoted from salesman to assistant sales manager. He later became radio sales manager and in 1957, he became the first sales manager of WTIC-TV. The directors of the Travelers Broadcasting Service Corp. named him vice president - TV sales in 1958 and he was elected to the board of directors in 1964.

Over the years, Cowp has been active in the Episcopal Church and has served as a lay delegate to church conferences. He has been a member of the Hartford Club, the Hartford Rotary Club, the City Club, the Avon Country Club and the Canadian Club of New York.

At Broadcast House, we will miss his wit, his grace and his professionalism.

BEST IN DECADES!

Come to the best Christmas Party in decades Dec. 19, the Parma Restaurant. Books of three tickets are on sale now. Each ticket is redeemable for one drink of your choice. Music, fun and surprises for all. Party starts at 5 p.m. Don't be late. Consult poster in cafeteria for names of individuals selling tickets.

GEORGE MC GAULEY
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After a year downtown, George was transferred to the transmitter and he's been there ever since.

For many years, George has been involved in a second career as an installer and repairman for Hammond Organs. He's also an enthusiastic and talented photographer and has served as a member of the Hartford County Camera Club for some time.

The McGauley family has had many close ties with the Travelers over the years. George's wife, Ellen, has been employed for some time in the Company's Agency Services Department; George Jr. is with the Phoenix and daughter-in-law Ellen has been with the Agency Services Department. Her husband, Larry Richards, is a supervisor in the Group Department. George Jr. has two daughters and a son living near the grandparents in West Hartford.

Many of the staff have not known George too well because of his long service away from the downtown studios. But a number have come to know him well through his faithful attendance at staff parties and at the anniversary and retirement dinners. We'll count on seeing him at many more -- when he isn't in Florida.

SEE WILKINSON
FOR BOOKS, FIRES

If you want to get a book or put out a fire in South Glastonbury, Dave Wilkinson's the man to see.

Dave was recently elected vice president of the South Glastonbury Public Library Assn. and re-elected vice president of the South Glastonbury Volunteer Fire Department. He's also serving a second term on the Public Relations Committee of the Hartford County Mutual Aid Association, an assistance organization consisting of all volunteers and paid fire departments in Hartford County.