



TIC TOC

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WTIC-TV TAKING ANOTHER FORWARD STRIDE IN FALL AS STATE'S FIRST COLOR STATION

WTIC-TV will take another major step forward in mid-October when it becomes Connecticut's first "all-color" station.

The last of some \$400,000 in color equipment is scheduled to be delivered on or about Oct. 15.

President Morency announced last month that WTIC-TV has ordered or installed color cameras and other color equipment that will enable the station to present local, live programs in color--in addition to local film and videotape programs and network programs.

In the past year, WTIC-TV has ordered or installed color equipment valued at \$400,000, including two General Electric studio cameras, \$120,000; two RCA TR-22 color-equipped Television Tape Recorders, \$160,000; two General Electric Four Channel Color Film Cameras, \$30,000; one Hills Colomatic Film Processor and other processing equipment, \$20,000; test and quality control equipment, \$10,000, and new studio lighting facilities, \$3,000.

The film processor and some quality control equipment will be delivered next month and the live studio cameras are scheduled to be delivered in October.

Paul Abert, Bill Dwyer and John Lanzieri have visited WHDH-TV in Boston, the only New England television station currently equipped to transmit local, live color, to learn what that station is doing in the area of live color lighting and set design.

"Ranger Andy" will be the first local show to be produced in color, but other local, live programs will be added to the WTIC-TV color schedule as soon as practical.

DAWSON, EHRLICH, GRACYALNY, OESER REACH GOLF TOURNAMENT SEMI-FINALS

George Dawson, George Ehrlich, Ed Gracyalny and Dick Oeser have reached the semi-finals in the eighth annual WTIC Golf Tournament.

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SOMETHING SPECIAL.....

is being planned for all staff members, husbands, wives and guests on Saturday night, Oct. 2. Note the date and....watch for details coming soon.

LASER BEAM BROADCAST IS ANOTHER 'FIRST'

WTIC added another "first" to its distinguished record of pioneering broadcasts July 14 when the laser beam was used to transmit a commercial radio program for the first time.

The achievement occurred during the broadcast of an extraordinary program, "A Night of Encounter."

"A Night of Encounter" devoted more than four hours to full coverage of the historic Mariner IV spacecraft's successful picture-taking mission to Mars. Both the program and the laser beam were the result of a collaboration between WTIC's Dick Bertel and the museum's curator, Richard Hoagland.

Hoagland, an occasional guest on Bertel's "Americana," arranged to gather a group of outstanding scientists at the museum on the night the Mariner IV was to begin its photographic mission 134 million miles from earth. He also installed a direct telephone line to the Jet Propulsion Laboratory in Pasadena, Calif., where Mariner was being propelled to Mars and scientists working on the project were available for comment and interviews throughout the evening. He suggested to Bertel that the program be broadcast--on the ultra high frequency beam of light known as the laser beam.

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ONE-MAN ART EXHIBIT SLATED BY GLENN AT WETHERSFIELD

Jim Glenn, promotion department art director, will show a complete collection of decorative illustrations and paintings, created over the past 14 years, in a special, one-man art exhibit to be held Sept. 21 through 24 at the Wethersfield Public Library.

The exhibit will be preceded by an opening night preview and reception on Sept. 20 from 7 to 10 p.m. Exhibit hours from Sept. 21 through 24 will be from 2 to 5 and 7 to 9 p.m.

Ron DeLisa, son of WTIC's John DeLisa, will provide music and lighting for the exhibit.

The Glenn collection will include paintings created during the artist's recent tour of Europe.

LASER BEAM BROADCAST

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The program ideas were greeted with considerable enthusiasm by Ross Miller and Dave Wilkinson, who handled thousands of necessary details to accomplish the broadcast. Credit for the technical achievement goes to engineers Fred Edwards, Bob Scherago and Dick Zwirko. Chuck Renaud was the producer.

While history was being made 134 million miles in space by the Mariner IV, words spoken by Bertel Hoagland and the scientists at Springfield were transmitted to Provin Mountain, 10 miles west of Springfield, by the beam located on the museum roof. At Provin Mountain, the broadcast was transferred to conventional telephone lines to continue transmission to Broadcast House.

The laser beam "first" was reminiscent of many of the other "firsts," accomplished by WTIC in the past 40 years, especially the first broadcast from a moving airplane in 1926.

WTIC-TV DOCUMENTARY ON COUGH MEDICINE INSPIRES CALIFORNIA LAW ON SALE OF NARCOTIC PREPARATIONS

A WTIC-TV documentary is credited with helping to pass a new California law prohibiting the sale of narcotic-based cough medicine without a doctor's prescription.

The same documentary, "Warning: May Be Habit-Forming," inspired a nearly identical law in Connecticut in 1963.

"Warning: May Be Habit-Forming" was produced by WTIC-TV in February 1963. It reported that hundreds of Connecticut residents, particularly teenagers, were consuming narcotic cough medicines for kicks and the medicines, then sold at all drug stores without doctors' prescriptions, were extremely easy to obtain.

When Governor John N. Dempsey signed a bill banning the sale of these medicines without prescriptions in June 1963, he credited the Channel 3 documentary with inspiring the law.

In June 1965, California became the second state in the United States to ban the sale of narcotic-based cough medicines without a doctor's prescription. And again, "Warning: May Be Habit-Forming" was credited with playing a major part in the legislation's passage.

The documentary was called to the attention of State Senator Alan Short, the bill's sponsor, by Bob Simmons, former WTIC newsman, who now covers the California Legislature for a Los Angeles station.

Senator Short borrowed the WTIC-TV documentary and showed it to the California Legislature's Public Health Committee. The Committee voted in favor of the bill despite the opposition of its chairman.

In a letter to Stan Simon, who wrote and narrated the documentary, Senator Short said Governor Edmund G. Brown has signed his bill, "which places the same preparations on a prescription-only basis in California.

"Your film," Short concluded, "was most helpful in our campaign to convince the Legislature of the necessity of this measure."

The program was filmed by Dick Heinze, directed by Bill Dwyer and produced by Simon.

RAY RICE SOLOS

The newest addition to WTIC's Air Corps, a constantly growing group of flying enthusiasts, is announcer Ray Rice, who soloed earlier this month.

ONE OF BROADCASTING'S FEW 44-YEAR MEN
WILL CELEBRATE 35TH ANNIVERSARY AT WTIC

Fred Wade is one of a very few 44-year men in the 45-year-old broadcasting industry, and he has spent 35 of his 44-year career at WTIC.

The first radio station went on the air in 1920. The second--and Fred Wade--went on the air in 1921.

Radio wasn't quite a year old when Wade sang a couple of songs into a carbon mike located in a studio that strongly resembled a tool shed on the roof of an East Springfield, Mass., factory. The tool shed-studio was all there was of Station WBZ, the country's second oldest radio station.

"A few years later," Wade recalls, "the mike and a player piano were moved out of the tool shed and into the factory's first aid room."

Wade was a young man, but a veteran entertainer when he made his broadcasting debut. A Springfield native, he had been singing professionally in New England and New York for many years as "New England's Phenomenal Boy Soprano." His mother, an accomplished amateur singer, taught him to harmonize almost as soon as he could talk. Her "Phenomenal Boy Soprano" sang in Massachusetts and Connecticut nickelodeons before World War I, doing songs like "On the Trail of the Lonesome Pine" while appropriate lantern slides flashed on the screen.

He sang wherever he could with Boy Scouts and church groups before audiences that ranged from the President of the United States to Bowery derelicts.

For his appearance before President William Howard Taft at a Boy Scout conference in New York, Wade was made an honorary member of New York's Boy Scout Troop 1, which lacked a singing Scout it could call its own.

"I was so excited," says Wade, "I sang the second verse of 'When You Come to the End of a Perfect Day' before I sang the first."

The "Boy Soprano" was also a favorite at Bowery missions where "they'd have me sing a couple of very sad songs to put the audience in the proper frame of mind for the sermon." Wade remembers appearing before large crowds at the Bowery Mission, the Chinese Mission, "a converted opium den," and Sing Sing Prison.

When Wade's voice changed and he began his radio career, he was billed for a time as "The Mysterious Tenor" and listeners were asked to guess his identity. "The Mysterious Tenor" wasn't unmasked until Joe White, "the Silver Masked Tenor," came to town and complained that two singing mystery men were one too many.

In addition to singing with and without his mask, Wade did some announcing and read the news, which was prepared by a Springfield newspaper and presented "when the paper's runner arrived with the script." Wade also appeared with a number of popular dance orchestras at New England resorts, clubs and hotels and made some Victor recordings with the Edwin D. McEnelly Orchestra, whose pianist was a talented youngster named Frankie Carle.

One of his early free-lance engagements was at WTIC in 1925, five years before he officially joined the WTIC staff.

"I'll never forget that first program from the Bond Hotel dining room," says Wade. "There was a swinging door between the kitchen and dining room and just as I was reaching for a high note, a waiter coming from the kitchen, pushed the swinging door into a waiter carrying a tray filled with dishes.

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FRED WADE

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For a moment, I thought the audience was throwing things at me and when they heard the crash back at the studio, they thought the transmitter had blown up."

During the 1930s and early '40s, Wade was a singer, announcer and actor at WTIC. He sang as the featured vocalist with Norman Cloutier's "Merry Madcaps" and the WTIC Concert Orchestra on local and network programs and was also part of a popular duo, billed as "The Boy and Girl From Song land."

Actor Wade played a prominent role in the long-running comedy program, "The Wrightville Clarion," with Eunice Greenwood and the show's creator, Paul Lucas. Wade was "Zeke Peck," advertising manager of the country weekly, and about nine other characters, including men, women and a parrot. He played as many as six roles in a single episode.

Announcer Wade took part in many memorable WTIC programs. He and organist Hal Kolb were in Studio G on the afternoon of Dec. 7, 1941 when a minister's sermon on the "Sabbath Message" program was interrupted by a bulletin from Pearl Harbor, Hawaii.

"Kolb listened to me read the bulletin on the Pearl Harbor bombing, looked at the hymn he was scheduled to play next and hoped I'd be able to switch to the network before he had to play it.

"I switched to NBC immediately and Kolb didn't have to punctuate the Pearl Harbor announcement by playing 'Joy to the World.'"

For several years, Wade has held a number of key behind-the-scenes positions at WTIC, serving as supervisor of announcers, auditions manager and production manager. He has auditioned literally thousands of announcers and would-be announcers.

Married for 33 years to the former Thelma Spaulding of Springfield, Wade is the father of a son and daughter and the grandfather of three.

FIVE STAFF MEMBERS TO APPEAR ON OTHER NETWORK TELEVISION

Sheila Ahearn, Suzanne Olsson, Jan Tarr, Bob Ellsworth and Ray Rice will be on network television next season--NBC Network Television.

The five staff members appeared in a commercial filmed on Constitution Plaza for one or more NBC specials sponsored by the American Gas Co. through Lennen and Newell.

COWPER SONS WITH ARMY, TRAVELERS

Clive Cowper, son of Mr. and Mrs. Irwin Cowper, and a cum laude graduate of Princeton University, is now a junior underwriter in the Travelers Life Department in Hartford.

Son Andrew returns to Hobart College in January after completing his military obligation. He is presently stationed at Fort Jackson, S.C., undergoing advanced Infantry training.

EXCELLENT DRYING OUT

A listener's comment, to Frank Atwood has led to a change in the terminology used by the Travelers Weather Service in broadcasting information on "drying" conditions.

The listener suggested that the word "excellent" to describe drying conditions at a time of severe drought was inappropriate. The Weather Service, which had been troubled by the same thought, consulted the US Weather Bureau and the State Climatologist, and all agreed on a new set of terms. Drying conditions are now "slow," "moderate," or "rapid," instead of "poor," "fair" or "excellent."

GOLF SEMI-FINALS

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The tournament has been filled with surprises, as former champions have gone down to defeat.

Ehrlich, who has been playing well enough to drop his handicap by four strokes voluntarily, defeated Bill Conticello by three strokes to gain a place in the semi-finals.

Gracyalny, playing one of his best rounds of the season, eliminated Jim Aseltine by five strokes.

John Pohorylo, the defending champion, was eliminated by George Dawson, last year's runner-up. Dawson managed to survive a late drive by Pohorylo on the last four holes to win a thriller by one stroke on the eighteenth.

And dark horse Dick Oeser defeated two-time champion Steve [unclear] rs.

Oeser will meet Ehrlich and Dawson will be matched with Gracyalny in the semi-finals.

ROLLY HELPS PUPPETEERS

Ronald Rolly has been selected an honorary member of the Puppeteer's Club Assn. of the American School for the Deaf in appreciation for the assistance he has given the school's young puppeteers.

Rolly has assisted the youngsters by teaching them how to make and use marionettes. An officer of the Puppeteer's Club will present a membership certificate to Rolly this fall.

LISTENER WRITES OF WTIC'S
"ABSOLUTE EXCELLENCE"

Among the letters received after the laser beam-Mars broadcast, was the following to President Morency from Frederick C. Hart Jr. of Kensington, Connecticut.

Mr. Hart's letter is reprinted here because it provides eloquent testimony that efforts like the laser broadcast are noted and appreciated by listeners:

"Ever since I became a regular member of the audience of your radio and television broadcast stations a few years ago, I have felt that perhaps some of my appreciation for the absolute excellence of journalistic and engineering quality that these stations represent, should be expressed. I have almost started a letter similar to this several times over the past few years, but this is the first time I've really gotten down to it.

The immediate reason for writing is the superb and fantastic program to which I am listening now, "A Night of Encounter". The depth and breadth of your coverage of this encounter between Mariner IV and the planet Mars must be a source of great satisfaction to you and your whole organization. You are to be congratulated on an unimaginably perfect journalistic performance. Your real-time coverage of this event is equivalent or superior to what we listeners may expect from any of the major networks in all their far-flung capacity. Not only is this WTIC-AM program superior in itself - it also is the more praiseworthy for its very independence from the major networks.

But I want you to know that at least one listener appreciates your day-to-day programming as well. This applies to all three of your outlets. You have been recognized for this from far more important quarters than these, but I would like to think that the appreciation of your listeners would, if expressed, encourage you to continue to lead your industry, as you have.

My wife and I are proud to be within your service area - please accept our thanks for this service."