

# TIC TOC

Vol. 1, No. 10 January, 1963

## THE PRESIDENT'S COLUMN

Next month, on February 10, our radio station celebrates its 38th birthday and starts its 39th year of service. In those years a great deal of history has been made - a great depression was endured - the second world war was fought and won (if any war can really be won) and civilization came into the atomic age.

Through all these years and vicissitudes we have striven to become more expert in our knowledge of the business and of more service to our listeners.

The addition of FM in 1939 and TV in 1957 have meant that the demands on us are greater than they were in the 1920's and 1930's, but the opportunities have increased many fold.

Let us try in the year ahead, as we have in the past, to discharge to the best of our abilities our very real responsibilities so that we may say, at least to ourselves, well done.

### FIRST BROADCAST AIRED AT 7:45 ON A TUESDAY EVENING IN 1925

The station made its formal air debut at 7:45 p.m. on Tuesday, February 10, 1925. Originating in studios described as "one of the largest in the country," the first broadcast was composed of an introductory talk by Travelers Vice President Walter G. Cowles, "the father of WTIC;" selections by a male quartet from the Mendelssohn Glee Club of New York; a song recital by Mrs. Gertrude McAuliffe, contralto, and music by Emil Heimberger's Trio from the Bond Hotel.

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## NEW VACATION SCHEDULE ADDS BONUS WEEKS ON ANNIVERSARIES

### OTHER CHANGES TO BENEFIT STAFF

A new schedule of vacation allowances for all members of the WTIC TV-AM-FM staff has been announced by President Paul W. Morency.

The new schedule calls for two weeks of vacation each year for those who have up to nine years of service; three weeks for those with from 10 to 24 years, and four weeks for those who have been with the Company for 25 years or more.

Each fifth year, an extra week of vacation will be added to the standard vacation allowance for that year only, in further recognition of service. This special vacation will begin in the staff member's fifth year and be repeated each fifth year thereafter. In the intervening years, the standard annual vacation allowances will apply.

For example, a staff member will get a three-week vacation during his fifth year with the Company in that year only. He will continue to have standard, two-week vacations in his sixth, seventh, eighth and ninth years.

When a staff member reaches his tenth anniversary, he will qualify for a three-week vacation and, in addition, he will receive an extra week to mark his tenth anniversary during that year only for a total of four weeks. He will also receive a four-week vacation during his fifteenth and twentieth anniversary years.

Then, upon reaching his twenty-fifth anniversary, the staff member will qualify for four weeks vacation annually. In addition, he will receive an extra week during his twenty-fifth anniversary year only for a total of five weeks.

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AMENDED RETIREMENT  
PLAN IS ANNOUNCED

A new retirement allowance of lump sum payments for staff members upon early, normal or deferred retirement has been announced by President Paul W. Morency.

The amended retirement allowance plan replaces the pre-retirement leave of absence, which is void as of Jan. 1, 1963. It provides lump sum payments ranging from eight to thirteenn weeks of base salary upon retirement.

Upon early retirement (before age 65), normal retirement (at age 65) and deferred retirement, as each is defined in the Company retirement plan, a lump sum payment is provided in accord with the following table:

Upon retirement at age -	Payment equivalent to base salary rate for -
60	8 weeks
61	9 weeks
62	10 weeks
63	11 weeks
64	12 weeks
65 or later	13 weeks

Provisions of this plan, unlike those of the pre-retirement leave which it replaces, extend to early as well as to normal and deferred retirement. The combination offered by the amended vacation program, explained elsewhere in this issue of TIC TOC, and this new plan meets more advantageously the desire for vacation in the years before retirement and any need for financial aid in the transition from daily business activity to retired status.

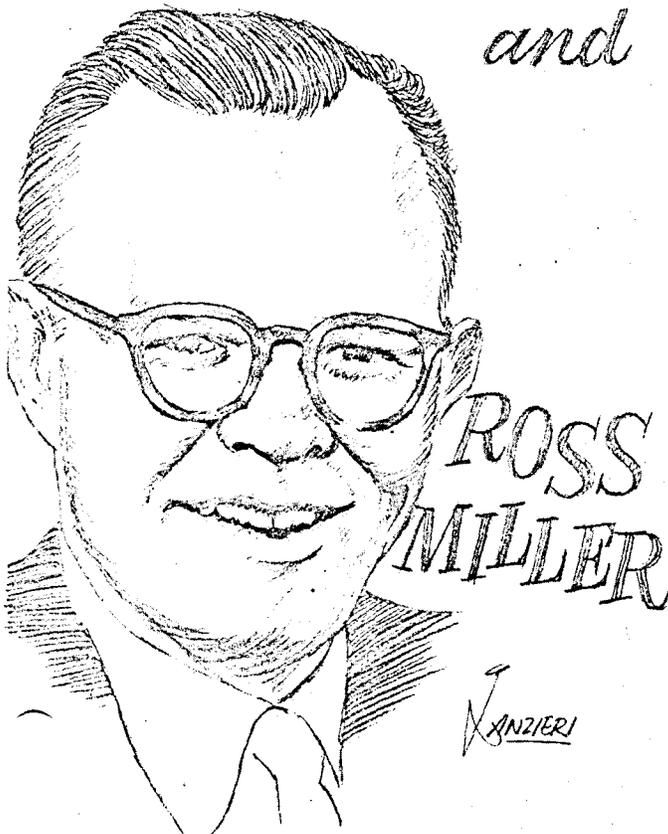
NEWS NOTES

Mrs. Ann McHaffie is the new assistant in the Radio Traffic Dept. Babs Russell, of Radio Traffic cruised to Nassau during her recent vacation, and moved into a brand new apartment on her return. Sue La France of the Business Office is progressing nicely at home after undergoing an operation at Hartford Hospital.

*Congratulations*



*and*



KENDALL SMITH PROMOTED  
TO TV PROGRAM MANAGER

Kendall Smith has been promoted to program manager of the station, according to an announcement Jan. 3 by Leonard J. Patricelli, vice president - television programs.

Smith joined WTIC-TV as assistant program manager shortly before the station went on the air in 1957. He came to Hartford from Springfield, Mass., where he was program manager of WHYN-TV from 1953 to 1957.

He began his broadcasting career as a radio announcer and operator while a high school student in South Yarmouth, Mass. After serving in the U.S. Navy for three years during World War II, he received a degree in radio-journalism from Drake University, Des Moines, Iowa.

In 1949 he joined the staff of WHEN-TV, Syracuse, N.Y. as an audio man, later becoming a cameraman and TV director. He left Syracuse in 1953 to become program manager of the Springfield station.

He and his wife, the former Jean Slade of Syracuse, live at 74 Selden Hill Dr., West Hartford. They have five children.

MISS NICASSIO'S NAME  
INSPIRED BY TV PROGRAM.

Young Jeanmarie Cecilia Nicassio doesn't know it yet, but her middle name was inspired by a television program.

Her father is Jerry Nicassio of the TV production staff and on the evening she was born, Dad was floor director for the taping of Frank Atwood's Christmas program.

Guests on this show were members of the St. Cecilia Bell Ringers, a group of 30 girls from New London, who play Christmas carols on hand bells. During rehearsal, there was an interruption when the floor director was called away to be told that he had become a father of a baby girl. The girls suggested Cecilia; the Nicassios agreed.

38TH ANNIVERSARY  
(Cont. from p. 1)

The only participant in that first broadcast still with the station is Chief Engineer Herman Taylor, who was hired as assistant chief engineer in 1924. Vice President and General Manager Walter C. Johnson, the station's first announcer, did not join the staff until after the first broadcast.

Mr. Cowles, who was the principal speaker on the first program is rightly known as the "father of WTIC." A man of great imagination and foresight, Mr. Cowles was an early enthusiast for the new medium of communications. Early in the Twenties, he recognized the possibilities of radio as a public service and a means of promoting good will among prospective policyholders. His enthusiasm and conviction impressed the late Louis F. Butler, then president of The Travelers, and the company applied for a license to construct its own radio station in the summer of 1924. Mr. Taylor was hired in the fall of 1924. He has served this 38-year-old station for more than 38 years.

In the winter of 1924, the Department of Commerce granted the Travelers a license and a 500-watt transmitter was installed in an especially-built penthouse atop the Travelers Grove Street building. Two 150-foot steel towers, supporting a T-type antenna, were erected on the roof of the same structure, and two experimental studios, separated by a control room, were constructed on the sixth floor. Before the station went on the air, two offices and a reception room were added to complete "one of the largest" broadcasting facilities in the country.

Test broadcasts were made twice in December of 1924 and these programs, featuring talent from the Travelers, drew mail from as far away as Nova Scotia.

The Hartford Times, in a highly complimentary story after the second test broadcast, noted that the station didn't have to leave the Travelers building to obtain talent for the program.

There were many memorable broadcasts during 1925, including WTIC's first remote pickup, a feature of the first broadcast. The station had already assembled a "mobile unit," consisting of

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### FARM YOUTH PROGRAM MAKES 78 LOANS DURING 1962 FOR NEW LOAN RECORD

A record 78 loans were made to boys and girls for the purchase of dairy calves by the WTIC Farm Youth Program during 1962, according to Farm Director Frank Atwood, who is currently preparing the program's annual report.

The 78 loans surpassed the previous high of 75 in 1951. During 1961, the Farm Youth Program made loans to 51 boys and girls.

Last year, the 78 youngsters borrowed \$12,166 from WTIC for the purchase of dairy calves. These loans are to be repaid without interest. When the loan is repaid, the borrower becomes the sole owner of the calf.

Atwood said the record number of loans were surprising in view of the discouraged attitude of many dairy farmers because of reduced milk prices in Connecticut and little promise of improved conditions in the foreseeable future. He concluded that the younger generation isn't concerned about the economics of dairy farming, but the youngsters still want to have the experience of raising good calves.

Since the Farm Youth Program was inaugurated in 1948, 782 boys and girls have borrowed \$122,925 from WTIC to purchase calves. There were no losses reported during 1962 and only a very few calves have been lost in 14 years.

Atwood is currently planning the annual meeting of the Farm Youth Program Advisory Committee April 11. He believes that several loans will be made March 16 at the foundation dairy calf auction at the University of Connecticut.

### MIKELINE TIP HELPS CHICAGO POLICE DEPT.

When the Chicago Police Department was being renovated recently, the city architect couldn't find a way to clean the building's yellowed marble.

But the yellow went when a former New Britain man, now a high ranking police official in Chicago, recalled that cleaning marble was the kind of problem that WTIC's Mike Line handles with ease.

Former New Britain resident Paul T. Veillette, now director of the Chicago Police Department's Management Analysis Division, was the man who

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### VACATION SCHEDULE (Cont. from p. 1)

He will also receive a five-week vacation during his thirtieth anniversary year and each fifth year thereafter.

The new vacation schedule also includes amended provisions for accrual of unused vacation time. Staff members will be permitted to accrue up to 25 days of unused vacation time and the maximum total vacation which may be taken in any one calendar year has been extended from eight to ten weeks.

All provisions for vacation time, including the standard annual allowances, the separate provisions for administrative and executive personnel and the extra week granted in each fifth year of employment, are effective up to but not during the calendar year in which active employment ceases due to retirement.

The staff member approaching retirement may assure himself, by the accrual of unused vacation time, of a vacation period of up to five weeks in the calendar year in which he ceases active employment.

The new vacation schedule is effective January 1, 1963.

### PAPA LORRAIN TWISTS AT WEDDING

Joe Lorrain has announced the marriage of his number two daughter, Gail Ann. The wedding was held Saturday, Jan. 5.

The bridegroom is Wayne Lavender, attached to Electric Boat while awaiting the completion of a nuclear sub for the U.S. Navy.

You would never know Joe was the father of the bride, watching him twisting with the rest of the teenagers at the reception.

The newlyweds are living in Waterford, Connecticut.

38TH ANNIVERSARY  
(Cont. from p. 3)

truck upon which amplifying equipment had been mounted. Parked in an alley next to the Bond Hotel, the mobile unit picked up music by the Heimberger Trio from the hotel dining room, amplified it and sent it over a telephone wire to WTIC's control room.

News and special events programs were inaugurated early in the first year. Only a few months after opening day, the station attracted national attention when it broadcast an exclusive talk by Colonel Billy Mitchell by direct wire from Washington, D.C., where the former assistant chief of the Army Air Corps was facing a court martial. Colonel Mitchell repeated his criticism of military officialdom for neglecting the development of aviation for the WTIC audience.

In March 1925, WTIC joined the first coast-to-coast network to broadcast the inauguration of President Calvin Coolidge and in the fall, WTIC carried its first football game, a description of the Penn-Cornell game by Graham MacNamee and Phillips Carlin.

Remote broadcasts, the inauguration of a President, an interview with a controversial public figure. All of these firsts were indicative of the energy and enterprise that have been characteristic of WTIC in its 38-year history.

JEAN COLBERT  
WINS AWARD FOR  
SHOW ON SHOES

Jean Colbert put her best foot forward when she did a broadcast on shoe fashions last year and the result was first prize in the National Shoe Institute's Golden Slipper Contest.

Miss Colbert's entry took first place among radio and TV commentators. She has been awarded a round trip airline ticket to London and Paris plus a pair of golden slippers, and a jereboam of imported champagne.

MIKELINE TIP  
(Cont. from p. 4)

thought of Mike Line when the Chicago city architect admitted that he couldn't get the marble clean.

"The Chicago Police Department is currently being renovated," Veillette wrote to WTIC, "and the City Architect is stumped by a problem, i.e., how to clean yellowed marble. While living in New Britain and listening to 'Mike Line' I believe I heard Dave Ruben describe a way to accomplish this."

Ruben, of Springfield, Mass., is a frequent contributor to Mike Line.

"If you could send Dave's formula to me, I would sincerely appreciate it," Veillette continued. "Perhaps the Yankee ingenuity of 'Mike Line' can be of help 1,000 miles away."

Mike Line's Floyd Richards and Bill Hennessey dug out the marble cleaning formula and forwarded it to Chicago, where the brighter look of the Police Department is now reportedly the talk of the town.

The formula is as follows: 2 4/10 parts wax; 9 4/10 parts oil turpentine; 42 parts acetic acid; 42 parts citric acid and 42 parts white soap, mixed and rubbed on the marble with cheese cloth and a good deal of elbow grease.

INAUGURATION DAY BUSY  
FOR GOVERNOR, WTIC NEWSROOM

Inauguration Day at the State Capitol on Wednesday, January 9th, kept the newsroom, if not in a tizzy, at least a lather.

Opening of the new session in both houses plus the swearing in of the Governor and other state officers made it a busy day for newsmen and camera crews. Working guests at the Inaugural Ball Wednesday night included Tom Eaton, Dick O'Brien and Bob Simmons, with the wives.

Sherman Tarr, now back on the job full time after an operation, was host--and the former Jan Buchanan hostess--in entertaining staffers over the year-end, in their newly decorated and furnished West Hartford apartment.