



## THE PRESIDENT'S COLUMN

We come toward the end of another year. A year of hard work, exciting, happy events and no doubt of some sorrows and frustrations. It might be worth while to spend a moment in contemplation and perhaps "count our blessings."

From a Company point of view it has been a good year in a monetary way and the coming year seems to hold great promise in that area. More important, however, is the fact that during 1962 we were able to put the TV station on sound basis as to its license, and its long term ability to serve the people. We have also, I think, improved our service to the people as to all three of our media. The introduction of stereo-FM comes to mind as a very important new service, as an example.

I hope it has been a happy and eventful year for all our people and their families and that the joys and peace of the Christmas season will be with you all, and its happiness remain with you during the year to come.

## NOTED SPORTS EDITOR KNOWS THE "SCORE"

Stanley Woodward, sports editor of The New York Herald-Tribune and one of the most respected sports writers in the country, has some extremely kind words to say about Bob Steele and Channel 3 in a recent column:

"Where we live we can get Channel 2, New York and Channel 3, Hartford," Woodward wrote. "We choose Hartford out of gratitude to Bob Steele for his football scoreboard. In reporting scores, the New York stations are dreadful."

## 7,610 PERSONS SEE BROADCAST HOUSE DURING TOUR ON DECEMBER 2

The important role played by WTIC Radio and Television in the lives of listeners and viewers was dramatically illustrated on Sunday, Dec. 2, when 7,610 persons toured Broadcast House during a six-hour open house.

The huge crowd exceeded all expectations. A year ago, 3,700 persons visited the building on a rainy, cold Sunday afternoon and it was estimated that 5,000 would be the maximum number able to walk through the building in six hours. But on Dec. 2, more than 700 persons went through Broadcast House in some 30-minute periods.

More than 35 members of staff gave up a Sunday afternoon to take part in the open house.

Vice President and General Manager Walter C. Johnson, in a memo to those who assisted at the open house, termed the event "a resounding success."

Promotion of the open house was restricted to WTIC Radio and Television, and the noon to 6 p.m. hours announced during the preceding week apparently made an impression. At 5:50, there was a small crowd waiting to enter Broadcast House, and at 6, everyone was in.

The tribute paid to the stations by the thousands of people who waited to visit Broadcast House should not only impress all of us with the support the stations enjoy, but also with the responsibility all of us have to these loyal viewers and listeners.

## "THE BROADCASTER" INTRODUCES FM STEREO BROADCASTS

November 25, 1962 was the date of a major event in the history of WTIC TV-AM-FM, the introduction of FM stereo broadcasts.

Robert Maxwell's symphonic suite, "The Broadcaster," which was commissioned for the dedication of Broadcast House on Nov. 27, 1961, was the first  
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KEFFER'S CUBS GETS EXCELLENT HAUL IN RAG, LAUNDRY DRIVE

Chet Keffer's Wethersfield Cub Scout Pack recently had a rag drive that was a model of efficiency--with one exception.

The Cubs informed potential donors in advance by distributing fliers in the neighborhood, requesting that bundles of rags be left on front porches on the day of the drive.

Dozens did just that. But among the donors was one man who didn't get the message. He too put a bundle on his front porch--a laundry bundle.

When the laundry man didn't find the bundle in the accustomed spot, he notified the owner, who notified the police.

Fortunately, the cops knew what the Cubs were up to. The police sent the laundry owner to a Hartford junk yard, where the Cubs disposed of their rags. There, he found everything he lost, except one sheet.

NO TURKEY DELIVERIES PLANNED FOR CHRISTMAS

There will be NO delivery of Christmas turkeys to WTIC this year. It would obviously be inconvenient to have the turkeys delivered on Monday when many staff members will be having the day off, so the following arrangement has been made with Greyledge Turkey Farm.

Any staff member who wants to have a Christmas turkey may place an order with either Frank Atwood or Mary Anne Mank. Each individual will then pick up his own turkey and pay Greyledge Farm directly for it.

Turkeys will be at the new Greyledge Farm Store on the Old New London Turnpike just a short distance from Glastonbury Center. The store is in a shopping center on the left side of the highway. It will be open all day Monday, December 24 and Tuesday morning, December 25.

Prices will be the same as for Thanksgiving turkeys if your order is placed with the WTIC group.

SON FOR BISSONS

Mary and Frank Bisson announce the birth of a son, Eric Peter, on Nov. 24. Eric weighed in at nine pounds, six ounces.

LEONARD A. DOUGHTY NAMED ASST. SUPERVISOR AT TRANSMITTER

Leonard A. Doughty has been appointed assistant supervisor of the Travelers Broadcasting Service Corp. transmitter in Avon, according to an announcement by Harold A. Dorschug, director of engineering.

Doughty, of 70 Sylvan Ave., West Hartford, joined the WTIC staff as a transmitter engineer in 1943. A Hartford native, he is a graduate of William Hall High School. He has taught radio and television at the Hartford Regional Technical School and the New England Technical Institute in Hartford. Doughty is also the operator of WIGZC, an amateur radio station.

EATON NAMED HEAD OF COUNCIL ON INFORMATION FREEDOM

Tom Eaton has been elected chairman of the Connecticut Council on Freedom of Information.

The council's primary objective is "to educate the citizen to his right to be fully informed on the conduct of public business and to seek the removal of any improper restrictions on that right." The council chairman is responsible for encouraging all news media in Connecticut to make fuller use of the state's right-to-know law. The law gives citizens freer access to public records and public meetings of governmental agencies.

COCKTAIL PARTY DRAWING CROWD

More than 77 staff members, wives and husbands have already made reservations to attend the Christmas Cocktail Party in the Executive Suite of the Shoreham Motor Hotel on Friday, December 21, from 5:30 to 7:30. Reservations can still be made with Joe Lorrain, Lew Krause, Joan Longo or Pat McEnroe.

## FM STEREO

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work performed in stereo on the opening broadcast.

"The introduction of FM stereo broadcasts will, I am certain, be considered one of the major events in the history of our radio and television stations," said President Morency on the first stereo broadcast.

"The occasion brings to mind the early days of radio," he continued. "In those days, there were rapid technological advances as engineers developed new methods and techniques to bring listeners constantly improved sound, transmitted to increasingly distant points. WTIC was only 15 years old in 1940 when we began the operation of our FM station, then known as WIXSO."

Noting that WIXSO was one of the first 10 FM stations in the United States, Mr. Morency said that "22 years later, we witness another advance in radio as significant as any that have come before. I am convinced that FM stereo will usher in a new, exciting era in broadcasting. It will provide radio listeners with a perfectly reproduced sound that was formerly restricted to audiences in concert halls. Broadcasts in stereo will bring listeners a new dimension in musical enjoyment."

CAROL MURPHY ON  
EUROPEAN HOLIDAY

Carol Murphy of TV Sales has travel plans in mind for the Christmas holidays. She will spend two weeks in Rome and Naples, Paris, Dublin and a few English cities and towns. She left by jet Friday.

Incidentally, Carol has been studying Spanish, but apparently not for this trip, as there are no Spanish ports of call on her itinerary.

In Dublin she will be introduced to Irish coffee and relatives for the first time.

HAZARDVILLE WOMAN, LONELY FOR NORTH,  
ATWOOD & STEELE, WRITES US A POEM

A Hazardville listener traveling through the South was inspired one morning to compose the following plaintive poem on stationery of the Howard Johnson Motor Lodge in Fayetteville, N. C.

## Headin' Home

By Mrs. Maywill D. Sloan

Greetings from the South, where chicken,  
Golden fried an' finger-lickin',  
Comes with french fires, greazy beans,  
Crowder peas 'n turnip greens.  
'I se et until ma tummy 'Baigs' -  
'O, Lordy, not them 'Brains an' Aigs!'  
For my breakfast here I sits,  
'Course Ah gets a mess o' grits!  
Collard greens n' black-eyed peas,  
'Eat Hot Catfish' signs I sees  
As I bolt up 301, stopping with the setting sun.  
When my radio I twist, twiddling it tho I persist,  
O, alas, how blue I feel, when I can't hear, -

F. Atwood and B. Steele!

They cain hev them Country Hams,  
Nuts, cheap butts an' 'Thankee Mams',  
'May ah hep ya?' 'Hurree Back!'  
As I buy, - then stuff and stack  
All the 'loot' in trunk and car,  
Check the map to see how far,  
I must drive until I'll be, hearing WTIC!  
Tolls on bridges, tolls on pikes,  
Stop for gas, - the price now hikes,  
Traffic heavy, -- watch my speed.  
Keep it RIGHT, yes, that's my creed.  
Garden State, - the Tappan Zee,  
Merrit Parkway signs I see.  
Now I'm on familiar soil, -  
Hope the ham won't shrink or spoil.  
Berlin Turnpike, - forty-five,  
Seems the longest stretch to drive!  
Hartford - Springfield, - ninety-one,  
As I race the setting sun,  
Smooth and swift, - my pulses thrill, -  
I'm most home to HAZARDVILLE!  
In the driveway I relax, - Bill the car and  
trunks upacks.  
Then to bed and dreamless sleep  
'Till a morning date I keep!  
Up at dawn to learn just how  
To chop up corn and feed a cow.  
Yes, Frank Atwood's voice will bring  
News of farms 'n everything.  
No use tryin', -- lost my wits,  
Just plumb full of hom'ny grits!  
All I begs is just to laze, (cont. page 4 )

## EARLY CAR RADIOS ATTRACTED ATTENTION, AND ALSO POLICE

The Nov. 22 issue of the weekly Thomaston Express contained a nostalgic story in which WTIC, Prohibition and the police were featured.

The story was about early car radios. It was told by Coleman C. Tennenbaum of Waterbury, who had a radio in his car in 1928, when car radios were something of a rarity.

According to Mr. Tennenbaum, his car radio attracted a great deal of attention, wherever he went. To prove it, he has a story that was published in the Bridgeport Times-Star on July 26, 1928. The story, reprinted in the Thomaston paper last month, is as follows:

"While waiting in front of the Capitol Theatre in Hartford the other night for a friend, Mr. Tennenbaum turned a key on his switch board and immediately a male quartet began to sing from a small black horn above the windshield. Passersby were baffled and scanned the adjacent buildings vainly seeking a lighted room from which the quartet was singing. Not until the voice of the WTIC announcer was heard, did the people discover the source of the music. A large crowd gathered about the car."

As it developed, Mr. Tennenbaum should have kept his car radio dial tuned to WTIC, for a few days later, a program on another station brought the police.

Mr. Tennenbaum was driving through a Bridgeport suburb, the newspaper reported, when a shrill soprano, singing on WEAJ, attracted the police.

"He had not gone far when a motorcycle cop drew up beside him and ordered him to pull up to the curb.

"You won't find any booze in this car," said Tennenbaum as the officer began a thorough search of the vehicle.

"I'm not lookin' for booze," replied the badge-flasher. "A fellow down the line said he heard a woman screaming for help in this car and I want to find out what's going on."

"Here she is, chief," said Tennenbaum, turning the key. The soprano's voice again rang forth.

"Well I'll be. Hang around for a few minutes, will you?" asked the cop.

"After a few moments' absence, the officer returned with another and they examined the set with amazement."

### HEADIN' HOME!

(Cont. from p. 3)

Nibbling ham for days and days,--  
Lord get me home where I can be  
with BOB

and FRANK  
and WTIC.

### BROADCAST HOUSE HAS BOWLERS IN 4TH, LAST PLACE

As the Travelers Mens' Club Bowling League approaches the half-way mark in the current season, one Broadcast House team is in the cellar, and one is fourth.

Statistically, Broadcast House #1, the fourth place team, holds high team single honors with 573 and high team triple with 1,654.

Fred Edwards of Broadcast House #1 continues to hold the mark for high individual triple with 400, while teammate Chuck Albert has moved into second place in the high individual single category with 153. Mickey Gentile of Broadcast House #2 retains his lead as high average bowler with 110.8, while Albert is third, with 108.12.

Broadcast House #2, the current cellar dweller, is showing steady improvement and has a good chance to move up in the league standings.

### TIC TOC REPORTERS

Jim Aseltine, Joyce Bennett, Renata Cuff, Bill Conticello, Brad Davis, Len Doughty, Bill Grammas, Jack Guckin, Jerry Haber, Lew Krause, John Lanzieri, John Reno, Woody Sloan, Sid Stewart

FARM YOUTH PROGRAM  
SPONSORS DELEGATES  
TO 4-H CONFERENCE

Three youngsters, whose expenses were paid by the WTIC Farm Youth Program, attended the National 4-H Dairy Conference in Chicago at the end of November.

The Farm Youth Program sponsored a boy and a girl from Connecticut and a boy from Massachusetts. All three have been outstanding dairy farmers and all of them plan to make dairy farming their life's work, according to Farm Director Frank Atwood.

NEWS NOTES....

The Business Office has an air of Christmas about it, thanks to a tree with all the trimmings provided by Mary Donovan.

Sally Dowling is back in the Business Office with a tan and stories of Florida vacation and a cruise to Nassau with her sister.

FOR CHRISTMAS?

"I have just ordered from an African witch doctor a voo-do-it-yourself kit," reports Robert L. Steele,

CHANNEL 3'S FAME SPREADS FAR  
BECAUSE OF GAME ON OTHER NETWORK

"Is Channel 3 seen in Lakewood, New Jersey, Asbury Park, New Jersey or Atlantic City, New Jersey? If not, would you kindly list several localities within close proximity of Clifton, New Jersey where Channel 3 is seen?"

The above is typical of dozens of inquiries received by the WTIC-TV information department in recent days, regarding a game that the station is unfortunately unable to broadcast.

WTIC-TV, with a formidable assist from the New York Giants, has become known and its regular viewers have become envied in areas where its picture is not seen.

The query about Channel 3's picture in Atlantic City and Asbury Park is just a sample of the economic and social problems caused by Channel 3's inability to carry the championship pro football game.

Syndicated columnist Red Smith reports that motel owners are panicking after reserving rooms for the game on the assumption that CBS was carrying the championship game. And in lower Fairfield County, residents who had attained social prestige by having antennae turned to Hartford, are wondering how high a structure will be needed to get a UHF station.

