

TIC TOC

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April, 1963

ERNIE PETERSON HONORED AT ANNIVERSARY BANQUET

Regional Sales Manager Ernie Peterson enjoyed "the most memorable evening of my life" on April 10 when about 50 associates honored him at an anniversary dinner.

The only unpleasant part of Ernie's 25 years was spent in a German prison camp after his plane was shot down over Austria during World War II. The other years, according to testimony at the dinner by such former supervisors as Ida Burbank, Olive Johnson, Larry Kenfield and Tom Eaton, were extremely pleasant--and quite lively--for all concerned.

In addition to kind words from his colleagues, Ernie was the recipient of recorded tributes from several of the clients served by the ace salesman.

COMMANDER DU FOUR NAMED USNR CO

Lt. Cmdr. Robert B. duFour, USNR, has been named commanding officer of Hartford's Naval Reserve Composite Company 3-42.

His appointment was announced by Admiral George Wales, commandant of the Third Naval District. Commander duFour is a veteran of 19 years of active duty and reserve service. His unit, composed of 22 officers, ranging in rank from lieutenant to captain, meets on Monday nights in Hartford.

LEONARD J. PATRICELLI APPOINTED VICE PRESIDENT, GENERAL MANAGER; ROBERT TYROL NAMED SECRETARY

The appointment of Leonard J. Patricelli as vice president and general manager of the Travelers Broadcasting Service Corp. was announced April 23 by President Paul W. Morency after a meeting of the corporation's board of directors.

Mr. Patricelli, who has been vice president - television programs since 1957, succeeds Walter C. Johnson, who died on April 16.

Mr. Morency also announced the appointment of Robert S. Tyrol as secretary of the corporation, a position previously held by Mr. Johnson. Mr. Tyrol, who has been assistant secretary, is vice president - radio sales. He was also elected a director of the corporation.

Mr. Patricelli joined WTIC as the station's first continuity writer in 1929, shortly after his graduation from Wesleyan University. He became assistant production manager in 1936, assistant program manager in 1940, program manager in 1943 and vice president - television programs in 1957. Mr. Patricelli has had a major role in the development of many of the stations' outstanding radio and television programs, including "Mind Your Manners," "Your Box at the Opera," "Songs from New England Colleges," "Behind the Pages," "Yale Reports," "Connecticut-What's Ahead?" and "Perception."

Active in Wesleyan University affairs since his graduation, Mr. Patricelli is a former trustee of the university and a former president of the Greater Hartford Wesleyan Alumni Club. He has edited "Songs from New England Colleges," a song book based on the radio program of the same name, and the most recent edition of the Wesleyan Song Book.

Mr. Patricelli has served as a trustee of the Hartford Rehabilitation Center and the Connecticut

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PATRICELLI, TYROL
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Cancer Society and as a director of the Hartford Symphony Society, Hartford Chapter, American Red Cross and the Hartford Kiwanis Club. He is a director of Walters Business Forms, Inc. and a member of the Music and Art Task Force, University of Hartford, and the Film Committee of the National Assn. of Broadcasters. He and Mrs. Patricelli live at 77 Walden St., West Hartford. They have a married son and daughter.

Mr. Tyrol joined the WTIC staff as an announcer in 1941. During his announcing career, he was identified with many of the station's special events broadcasts and audience-participation programs. He joined the U.S. Coast Guard in 1942 and, after receiving an appointment to the Coast Guard Academy, he was graduated as an ensign at the age of 20, the youngest officer in the Coast Guard at that time. After service as commander of a sub-chaser in the Carribean and South Pacific, he was discharged as a lieutenant (jg) in 1946.

Mr. Tyrol left the announcing staff for the sales staff in 1956. He was named assistant sales manager in 1957, sales manager in 1958 and vice president - radio sales in 1959.

He is currently president of the Connecticut Broadcasters Assn. and a member of the Hartford Rotary Club, City Club, the Advertising Club of Hartford and the Hartford Sales and Marketing Executives Club. He and Mrs. Tyrol live at 925 Ridge Rd., Wethersfield. They have two children.

**FARM YOUTH PICNIC MAY 11;
VOLUNTEERS NEEDED TO HELP**

It's Farm Youth Picnic time again. The date is Saturday, May 11, and the place is the transmitter grounds on Avon Mountain. If we can judge by past attendance, there will be up to 300 guests, including the boys and girls who borrow money from WTIC to buy calves.

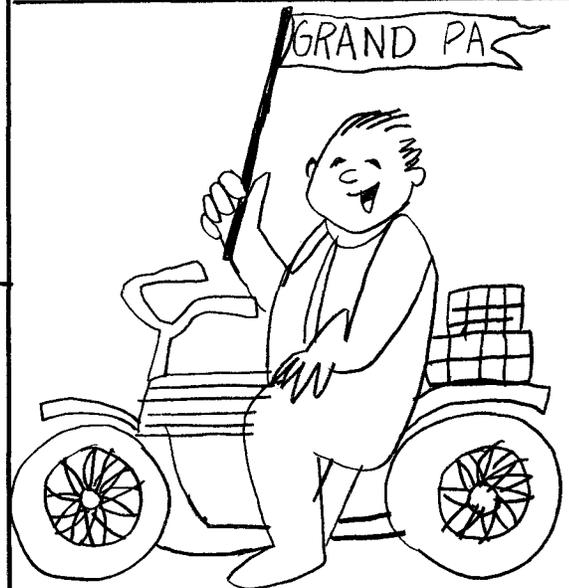
Travelers Chef Kurt Reinhart and his wife will cook the hamburgers and hot dogs. Ida Burbank and Larry Kenfield will be in charge of serving arrangements and Mary Anne Mank and Patty McEnroe will handle guest registration.

Let Frank Atwood know if you can help. If it rains, the picnic will be held May 25.

**GRANDFATHER STEELE
GREET'S NEW ARRIVAL**

Bob Steele is a grandpa, although we must admit he doesn't look it. He looks like a GREAT grandpa. Bob's and Shirley's eldest son, Robert H. Steele, is the proud father of a daughter born April 16 and named Kristen Ann. The mother is the former Betsy Truex, daughter of Dr. and Mrs. Ted Truex of Wethersfield. At this writing Bob said he hadn't seen the newest Steele but as soon as he gets a chance he and Shirley are going to Falls Church, Va. (home of the new arrival) to pay her a visit.

The proud grandparents will travel by motorcycle and side car. "There is no safer way to travel" says Bob "and you can't get separated. Where the motorcycle goes, the side car goes! Benny, make us another side car...a little less sweet this time."



EX MISS INSURANCE NOW MRS. CARLSON

Judy Wade Carlson, the former Miss Travelers and Miss Insurance and daughter of Radio Production's Fred Wade, now lives in Old Saybrook with husband Frederick W. Carlson and three little Carlsons.

**BROADCAST HOUSE TEAM NUMBER TWO MAKES STIRRING COMEBACK
DURING SECOND HALF PLAY IN TRAVELERS MEN'S DUCKPIN LEAGUE**

A group of determined bowlers, comprising the Broadcast #2 team in the Travelers Men's Club Duck Pin Bowling League, wrote the comeback story of the year in the season which ended April 11.

It was a great team effort that climaxed the big comeback by an entry that was buried deep in the league's cellar when the season's first half of play was completed in December. But captain Dick Oeser's charges, hampered early in the year by the loss of top keglers due to engineering work schedules, were able to regroup following the mid-point break and showed that, after all, they were not the league's patsies.

Headed by Mickey Gentile and Ed Gracyalny, the league's first and seventh ranked bowlers, respectively, and aided by clutch performances by Oeser, Stu Babcock, Don Fleming, Steve Myers, George Dawson, Joe Lorrain and Bill Conticello, Broadcast #2 raced from its cellar-dwelling position to an amazing fourth place finish, a last-half rush that included a 3-0 series sweep against the league-winning Group Data Processing team.

In sharp contrast, Broadcast #1, a team that finished just two games out of first place last year, took an unexpected nose-dive and wound up in eighth place in the nine-team league.

Inconsistency proved the downfall of the same team that finished in a lofty position in 1962.

Broadcast #1, for example, was able to put together the league's highest team triple score, but also offered a near record-low performance on another occasion. Captain Bob King's keglers did, however, finish the season with a respectable 500 team average.

At the annual Travelers Bowling League banquet, Mickey Gentile was presented an inscribed trophy for his performance as the league's number one bowler. Gentile's season average was 111-38 and was three points higher than that of closest rival. Gracyalny finished the season at 105-27, while Chuck Albert of Broadcast #1 held down tenth spot at 104-12 and finished with the year's second best individual performance at 153. Fred Edwards of #1 was one of but three individuals who entered the charmed 400 triple circle. Fred achieved an even 400 series early in the season and was topped by only a pair of performances - 412 and 404.

To Al Jackson, #1, goes his teammates' award as the leagues MOST IMPROVED bowler. Al, plagued by various "growing pains" in the 1962 season, raised his 95 average of last year to a respectable 101 in the season just completed.

**EX NAVY MAN REPLACES
MASELLI IN PHOTO LAB**

Ernest Switaz, a Navy Photo School graduate, has joined the Photography Staff. He replaces Dan Maselli, who is leaving the company in order to operate a photo studio in Bristol.

Switaz entered the Navy in 1959 after being graduated from West Haven High School. He was attached to the Atlantic Fleet Mobile Photographic Group, serving all over the world.

NEWS NOTES

Pat McEnroe has been named choreographer of the Suffield Summer Theatre and Workshop for this summer.

Mrs. Larry Kenfield has been in St. Francis Hospital for the past two weeks, recovering from a dislocated shoulder she received in a fall at home.

George Bowe is back on stage, appearing as the mayor of the town in a Canton Little Theatre production of "The Music Man."

**SINGLE ROLE MUST HAVE BEEN EASY
FOR OSCAR WINNER ED BEGLEY**

Those who remember Oscar winner Ed Begley playing as many as four roles in a single, 30-minute drama on WTIC in the 1930s--and doing some sound effects as well--weren't at all surprised when he won an Academy Award for playing just one part in "Sweet Bird of Youth."

Begley is one of many distinguished alumni of WTIC's Guy Hedlund Players, an acting troupe which presented hundreds of dramatic programs on WTIC from 1931 to 1941. Hedlund, a former silent movie star who imposed rigorous acting standards on his troupe, developed several prominent actors at WTIC. In addition to Begley, WTIC's Players included comedian Louis Nye, Michael O'Shea and Gertrude Warner, who later played in many network daytime serials.

When Begley received an Oscar for his portrayal of a political boss in "Sweet Bird of Youth," he remarked that he had come "a long way from Hartford, Connecticut." A Hartford native, Begley was working as a steel sheet cutter in a West Hartford factory when he convinced his boss to give him three days off to audition for a job at WTIC.

After Begley received the Oscar, WTIC presented a special program, "The Oscar and Ed Begley," as a tribute to one of the station's most distinguished alumni. Among those recalling Begley's early acting career were: D. Hayes Murphy, the man who let him try out at WTIC, and President Morency, who gave him his first acting job. In a telephone interview, Begley recalled that Mr. Morency also gave him letters of introduction when he left WTIC to go to New York.

**GEORGE EHRLICH STARTS
NEW GOLF PROGRAM**

"Down the Fairway," a program designed to inform and entertain area golfers, is a new WTIC feature on Fridays at 7:15 p.m.

Sportscaster George Ehrlich will provide the golfing public with information on the availability, location and condition of the courses, results of state and local tournaments and a schedule of upcoming events.

Ehrlich will also conduct an interview with a golf pro at his course and feature an important golf rule each week.

**COMPANY RECEIVES THREE
ADVERTISING CLUB AWARDS**

The Travelers Broadcasting Service Corporation received three merit awards for outstanding advertising at the 50th anniversary banquet of the Advertising Club of Hartford.

Merit awards were presented to the corporation for excellence in trade advertising, newspaper advertising and radio public service announcements. Vice President Bernard L. Mullins, Promotion Manager Eugene J. Muriaty and Radio Producer David Wilkinson received the awards. Also cited by the Ad Club was Promotion Art Director James Glenn, who did the art work for the trade and newspaper ads.

**WTIC DOCUMENTARY WINS
BMI HISTORY AWARD**

"Hartford, All-America," a WTIC Radio documentary which explored the spirit which made Hartford an "All-American" city, has won an honorable mention in the annual Radio-Television History Contest, co-sponsored by the American Assn. for State and Local History and Broadcast Music, Inc.

The documentary, written and produced by Paul Gionfriddo, continuity director of WTIC, was one of five finalists in the contest.

The award to WTIC was presented to President Paul W. Morency in Chicago by Carl Haverlin, BMI president, and Clement M. Silvestro, director of the American Assn. for State and Local History. Mr. Morency was in Chicago to attend the National Assn. of Broadcasters Convention.

The contest's judges were Bruce Catton, Pulitzer Prize-winning historian and editor of American Heritage Magazine; John A. Garraty, historian, and Eric Goldman, professor of history at Princeton.

WTIC BEATS POLICE
RADIO ON NEW CHIEF

The Newsroom scooped the Hartford Police Department the other day. Paul Kuntz was on hand when city manager Sharpe named John Kerrigan as police chief, ending weeks of speculation. An hour and a half after the WTIC bulletin, the Newsroom police radio brought the tidings to the city's police cruisers.

MAIL FROM YANKEES
BAFFLES FLORIDA FIRM

A St. Augustine, Florida publishing firm, which specializes in books on roses and rose-care, mailed a note to MIKELINE recently, expressing thanks for a mention which resulted in a 'deluge of mail inquiries from the New England-New York area' to their company. It seems that a MIKELINE listener had answered a question about roses by mentioning the Florida concern -- and the requests poured in. One Florida-bound note mentioned the MIKELINE origin of the inquiry and the publishing house thereby solved the mystery of the sudden mail flood from "way off in Yankee land."

A similar incident concerning a recipe book printed by a Hartford women's organization led to the sale of 47 copies to MIKELINE "customers."

REPORTERS, PHOTOGRAPHERS
RANGE FAR AFIELD

Channel 3 News and Cameramen ranged far afield since the last issue of TIC-TOC and used up a lot of film and words:

The Eagleville Dam threat on which silent film, sound on film and aerial coverage recorded the event.

The Medical School site hearing-- S-O-F coverage for three nights.

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HERMAN TAYLOR GIVES BIRD TO FRIEND;
BIRD GIVES TIME SIGNAL TO STEELE

Three years ago Herman Taylor presented his neighbor, Mrs. Jennie Plaut, with a fledgling parakeet, six weeks old and practically bald from being picked on by its nestmates. Mrs. Plaut named the bird Sparky and decided to teach it to say "Time Signal" and whistle "dit dit dit dah," the WTIC TV-AM-FM hourly time signal.

After several weeks of patient repetition, Sparky finally learned to say "Time Signal" and whistle ...—

When Mr. Morency was told about it, he said it would be a natural for Bob Steele to put on the air. Easter weekend a tape recording was made by Herman and edited by Bill Marks. The result was another WTIC first -- the only parakeet in the world to whistle our time signal and broadcast on Steele's show.

FARM YOUTH PROGRAM MADE
RECORD NUMBER OF LOANS

The WTIC Farm Youth Program, which provides interest-free loans to youngsters who wish to purchase dairy calves, made 78 loans, the largest number in the program's 15-year history, during 1962.

The record number of loans was announced April 11 by WTIC Farm Director Frank Atwood when he presented his report at the annual meeting of the program's Connecticut and Massachusetts Advisory Committee. A total of \$12,166 was borrowed by the 78 youngsters, as compared with \$8,041 borrowed by 51 boys and girls in 1961.

Since 1948, WTIC has loaned \$122,925.18 for the purchase of 782 calves. When the amount borrowed is repaid, the youngster receives full ownership of the calf he has purchased.

A number of dispersal sales of purebred herds provided unusual opportunities for boys and girls to buy good calves in 1962; according to the report. The average loan per calf was \$155.98, but many youngsters paid additional amounts for calves. Fifty-one 4-H members, 33 from Connecticut and 18 from Massachusetts, were among the borrowers. Nineteen loans were made to members of the Future Farmers of America from Connecticut and eight to FFA members from Massachusetts

KITTENS AVAILABLE: "Chrissy," the pride of the Jan and Sherm Tarr apartment, is a mother for the first time. Two kittens are available for adoption.

CHRISTINE ATWOOD PLANS JUNE
WEDDING TO HARVARD GRADUATE

Christine Atwood, daughter of Frank and Barbara Atwood, will be married on Saturday, June 8, to George Mulford of Bridgeton, New Jersey at the Garland Waggoner Chapel of the Storrs Congregational Church. The Rev. Winthrop Stone, associate pastor, will officiate. A reception will follow at the Atwoods' home on Gurleyville Road, Storrs.

Christine will be graduated from Radcliffe College and her husband from Harvard during the week after their wedding. They will live in Bridgeton this summer and then go to Palo Alto, Calif., where Mr. Mulford has a teaching fellowship in French at Stanford University to study for an advanced degree.

Christine hopes to play string bass with a symphony orchestra in California. She majored in music at college and toured Mexico last summer with the Harvard-Radcliffe Orchestra, in which she has been leader of the bass section. She has studied string bass since her high school days, and has played with the Eastern Connecticut Symphony, the Hartt School of Music Youth Orchestra and the Bach Society Orchestra of Harvard-Radcliffe. During the summer of 1961 she played with the Berkshire Music Festival Orchestra at Tanglewood.

SCHOOL VACATIONS MEAN
MORE TOURS OF BUILDING

Broadcast House's three tour guides had what appears to be a record 16 tours in one day this week when school vacations and passable weather combined to increase the number of visitors.

And to prove that it wasn't merely a one-day occurrence, the girls reported thirteen tours on the following day.

Since Broadcast House was dedicated in November 1961, more than 26,000 persons have taken tours and as more of the Constitution Plaza buildings are completed, the area is expected to be an even greater tourist attraction.

AVON YOUNGSTERS ARE ARDENT
ADMIRERS OF R. E. SMITH MUSIC

In Pat and Bobby Kiser of Avon, Robert E. Smith has two of his most loyal listeners. Ardent Theatre of Melody fans, Pat and Bobby are even vicarious listeners when there is school. Their mother told Bob that each morning, she's expected to tell her youngsters what music was played on Theatre of Melody that morning.

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REPORTERS, PHOTOGRAPHERS
(Cont. from p. 5)

The State insurance probe in the Legislature, film of virtually the entire hearing, including a special half hour program.

The inquiry into the sinking of the submarine "Thresher"--film at Groton.

During the forest fire threat, which is not yet over, film of a major blaze at Old Saybrook after a tip from a fire control officer that it could be seen from the Glastonbury Tower.

Sound film was shot of City Manager Sharpe at a Rotary Club luncheon, bringing out an indication that he might become Kansas City manager. The Newsroom kept in close contact with a Kansas City station and interviewed Kansas City councilmen in Hartford...an exclusive.

WTIC News was also first with word that Landers, Frary and Clark was threatening to leave the city in a dispute with city council.

And then there was, of course, the Legislature.

ENGINEERS ASSIGNED
TO RADIO, TRANSMITTER

Two engineers have joined the staff. One has been assigned to radio and the other to the Avon transmitter.

Robert Scherago, formerly an engineer at WGLI, Babylon, Long Island, has been assigned to the transmitter and Frank Pingree, who was chief engineer at WRYM, New Britain, has joined the radio engineering staff.

TIC TOC REPORTERS--Jim Aseltine, Joyce Bennett, Renata Cuff, Bill Con-ticello, Brad Davis, Len Doughty, Jim Glenn, Jack Guckin, Jerry Haber, Lew Krause, John Lanzieri, John Reno, Woody Sloan, Sid Stewart.