



TIC TOC

Vol. 1, No. 3

June, 1962

THE PRESIDENT'S COLUMN

By Paul W. Morency

I have two items to discuss with you this month.

We have decided that effective June 1, 1962 the income which the Company receives from the sale of food and other items in our Canteen will be devoted to the various gifts given members of the Staff during illness, at termination of employment, bereavement, retirement, anniversaries, et cetera.

In order to distribute the funds in an orderly fashion a committee which will be known as the TBSC Staff Committee has been chosen to supervise it. For the present the Committee will be composed of Chester Keffer, chairman; Ida Burbank, R. Bruce Kern, Joseph Lorrain and Donald Moore.

Under this new system there will no longer be any necessity to collect from staff members for the purposes listed above. We are hoping that the plan will work out well for all concerned.

SUMMER HOURS FOR CLERICAL HELP

For several years we have found it possible to shorten our working hours by one-quarter hour for a few weeks during the Summer. This was accomplished by having a 4 pm closing time, and reducing the lunch hour to 45 minutes.

In our present location 45 minutes isn't sufficient time in which to walk up to The Travelers Restaurant, for instance. We also realize that a number of people are involved in car pools with drivers who will be free at four o'clock. Therefore, effective June 25 we are going to try a workday from 8 am to 4 pm, and retain the present one-hour lunch period.

We believe with cooperation from each individual in the matter of fewer, and shorter, coffee breaks, and conscientious concentration on the work to be done that this summer schedule can be successful. However, if we find that the necessary work cannot be accomplished within those hours we will be forced to go back to the four-thirty closing.

If successful the 4 pm closing will continue to the Labor Day weekend.

STAFF HONORS BRUCE KERN ON 25TH ANNIVERSARY

About 60 members of the staff gathered at the Parma Restaurant last week to honor a "dignified Virginian" named R. Bruce Kern on the twenty-fifth anniversary of his association with WTIC.

Bruce became a WTIC announcer on May 29, 1937 "for the summer only." He noted at his anniversary dinner that he now feels that his summer job has taken on an aura of permanence.

The dinner was highlighted by the emceeding of Bob Steele and the reminiscing of Messrs. Morency, Patricelli, Mullins, Tyrol, Wade and Anderson. Those who missed the dinner should ask Ed Anderson to tell them his stories about the trolley from West Hartford and the roller coaster at Savin Rock. (Bruce was once extremely active in transportation.) Both stories must be heard from Ed to be truly appreciated.

Written versions could never capture the color and flavor of the Anderson tales,

A tape produced by Dave Wilkinson proved to those assembled that we're not always perfect on the air, but when we're not perfect, we're at least funny.

Among the guests singled out for special notice by Mr. Morency were Chief Engineer Herman Taylor, the staff member with the most years of service, and building maintenance engineer Joe Turkowski, the most recent addition to the staff.

Arrangements for the dinner party were made by the aforementioned Ed Anderson, the noted roller coaster raconteur.

A JOB WELL DONE
DIRECTING LIVE
SHOW OF THE
FORMAL OPENING
OF THE NEW
CATHEDRAL.



DIRECTOR

HARRY
PARCELL
BECAME
PROUD
DAD OF
NEW BABY
BOY!

MR. MORENCY COMMENDS THOSE
WHO WORKED ON CATHEDRAL
DEDICATION BROADCASTS

"You can all feel sure that you have added measurably to the stature of our organization," said Mr. Morency in a memo to the 33 staff members responsible for the special broadcasts dealing with the opening of the Cathedral of St. Joseph.

"I would like to commend each of you for the part you played in the extremely fine television and radio coverage of the formal opening ceremonies from the Cathedral of St. Joseph," Mr. Morency wrote. "Each of you should be very proud of the result of your efforts. I can assure you that I am proud of what you accomplished, and grateful for the extra effort you put into this project. You can all feel sure that you have added measurably to the stature of our organization."

The memo was sent to the following staff members: Paul Albert, C. E. Anderson, James Asetine, Stuart Babcock, Theodore Brassard, George Bowe, Edward Derry, Robert duFour, Robert Dwyer, Fred Edwards, Charles FitzGerald, Don Fleming, William Grammas, Jack Guckin, Dick Heinze, Al Jackson, John Lanzieri, Richard Lobb, Mac MacDonald, Bill Marks, Dan Maselli, Dan McAuliffe, Ross Miller, Don Moore, Jerry Nicassio, Dick Oeser, Harry Parcell, John Reno, Ronald Rolly, Rinaldo Scalise, Harold Schnerr, Joseph Turkowski and John Welch.

Mr. Morency's view was shared by our viewers and listeners. Dozens of telephone calls were made to Broadcast House while the two and a half-hour program was in progress. After the program was over, we received 57 telephone calls requesting that the dedication be repeated at night or on a Sunday.

The letters are still coming in. So far, we have heard from about 200 persons, including nearly 100 students from Mount St. Joseph Academy, where television sets were installed in the classrooms for the dedication program.

A pupil from another school wrote that his teacher asked her students to write 100-word themes on "A New Cathedral Must Rise." "The program was part of my homework," he wrote, "but I would have watched it anyway."

That's the best kind of educational television.

CHINESE COOK, 2 MEXICANS, DIRECTOR
PORTRAYED BY BEGLEY ON 1 RADIO PLAY

A famous stage and motion picture actor returned to his home town last week to prove to his two children that he once played a Chinese cook, an old Mexican, a young Mexican and a movie director in a single, half-hour radio play.

The actor, Hartford's Ed Begley, brought his daughter Allene, 13, and son Eddie, 12, to WTIC, where two of his former colleagues, Vice Presidents Leonard J. Patricelli and Bernard L. Mullins, authenticated their father's story for the two children and told them that in addition to playing four roles in the play, he also handled the sound effects.

That was back in the Thirties when Begley was a member of the Guy Hedlund Players; Mullins was an announcer and Patricelli wrote many of the scripts.

"Actor Jay Ray and I really did handle the sound effects as well as play three or four roles in some of the plays," said Begley. "I must say our acting was pretty good, but the sound effects were rather primitive. They consisted mostly of slamming doors and rubbing cork across a window to simulate screeching brakes. We didn't get a full-time sound effects man until Eddie O'Shea came along. He later became a pretty well-know actor too -- as Michael O'Shea.

"WTIC had quite an acting stable in those days. There was Louis Nye, now a great comedian, and Gertrude Warner, who went to New York and played the Shadow's sweetheart, 'the lovely Margo Lane,' for years. And I also remember a kid named Gary Merrill, who was always hanging around the studio, waiting for a chance to read for a part. They all got to New York before I did, but I finally caught up with them. I often see them some of them, especially O'Shea, who's still one of my dearest friends. He and his wife Virginia Mayo have a lovely home in Encino, California now."

Begley credits WTIC with "giving me my real acting start" and D. Hayes Murphy, owner of the Wiremold Co. in Elmwood for having patience with a reluctant steel sheet cutter who wanted to be an actor.

"I was working for Mr. Murphy but I really wanted to work for Guy Hedlund and the WTIC Players. Mr. Murphy was kind enough to give me three days off so that I could audition for Hedlund, who was a tough director and didn't hire anybody after hearing him read only once or twice.

Begley hasn't forgotten Hartford and, he discovered last week, Hartford hasn't forgotten Begley. After he made a brief appearance on "Mikeline," the station received 34 telephone calls in 15 minutes from people who wanted to say, as one woman said, "thank you for prolonging me with some wonderful memories."

ANNOUNCERS' NEWS:
ALLEN ELECTED,
MILLER ELATED

Announcer Ken Allen has been elected president of the Hartford Council of AFTRA for a one-year term.

The Hartford Council represents about 70 members of AFTRA's Boston Local in Connecticut. Ken's term expires in May 1963.

Ross Miller's promotion of the LaSalette Burma Mission Benefit, "Caravan to Burma," was extremely successful.

The Bushnell had a standing-room-only audience for the all-star show, which raised more than \$16,000 to be used toward the construction of a leprosarium in Burma.

Ross doesn't intend to get involved in any additional projects for at least two weeks.

Add to the always growing list of Bob Steele fans: Editor Robert W. Lucas of the Hartford Times. Edward Adams, executive director of the Wethersfield Housing Authority, reports that at a dinner in Wethersfield, Lucas prefaced his address by saying he was going to talk like Bob Steele-- "with a little of this and that"--and ended the talk by mentioning that Bob Steele is "the finest disc jockey in the country."

BEVERLY ADAMS LEAVES WTIC
TO STUDY ABROAD

Beverly Adams left WTIC June 1 for a long awaited trip to Europe. She will be traveling with a group of 8 students from various colleges throughout the country under the direction of "Classrooms Abroad."

Her trip will take her from New York to Paris on June 15 and from there to Florence, Italy where she will remain for the summer. While in Florence, Beverly will live with an Italian family and will study Italian, art and music at the University of Florence. At the conclusion of her studies, she plans to tour Europe with stops in Rome, Venice Salzburg, Munich, Zurich, Paris, London and Dublin. A definite return date has not as yet been set.

JUNE IS MONTH TO ENROLL IN PAYROLL SAVINGS PLAN TO PURCHASE U. S. BONDS

In cooperation with the U. S. Treasury Department, which has designated June as a Freedom Bond Drive Month, the company is currently enrolling staff members in the payroll savings plan for the purchase of U. S. Savings Bonds.

Series E Bonds, which may be purchased through the payroll savings plan, now pay a higher interest rate than ever before -- 3 3/4 per cent to maturity. The purchase price hasn't changed but the investor receives \$4 for every \$3 he's saved more quickly than in the past. Bonds now reach their full value in seven years and nine months.

By saving as little as \$6.25 each month, a participant in the payroll savings plan can accumulate \$661 in seven years and nine months. That's \$661 for saving about 21 cents a day. The purchaser of a \$50 bond--at \$37.50 each month--will save \$3,981 in seven years and nine months or enough for a down payment on a house, a sports car or part of a youngster's college education.

And the money saved by buying bonds is as accessible as money in a savings account anywhere. Bonds may be cashed for emergency use at any time in any bank for the money invested plus interest.

Enclosed with this issue of TIC TOC is an application for those interested in saving through the payroll savings plan. The completed applications may be given to Miss Burbank.

It is hoped that many staff members will join those of us who are already participating in this extremely worthy program which enables the individual to save for his own future while playing a part in the defense of our freedom.

FINE WEATHER, TALK BY GOVERNOR AMONG FARM YOUTH PICNIC FEATURES

The weather was just right for the WTIC Farm Youth Picnic on Saturday, May 12. There was bright sunshine and a refreshing breeze at the Transmitter Grounds on Avon Mountain. Governor Dempsey was among the guests and took part with President Morency and others in the radio broadcast we did live from the picnic grounds.

Frank Atwood and Don Nelson worked together to emcee the half-hour Connecticut Farm Forum. Parts of the broadcast were recorded in excellent sound-on-film by Dick Heinze and Paul Abert for later use on Channel 3 News and RFD #3. Dave Wilkinson was producer. Bill Lobb and Bob Downes were the engineering crew.

Kurt Reinhart, the Travelers chef, and his son Peter, cooked the hamburgs and hotdogs. Larry Kenfield was the supervisor of the food service with Ida Burbank as his chief aide. Mary Anne Rich was in charge of registering the guests.

(continued on Page Five)



June ...
Moon ...
Here we go again.
Coo'n ...
Woo'n ...
Ah! Lohengrin!
wm ...

NEWS NOTES FROM ...

The Floor Crew

Jerry Nicassio's wife, Maria, received her citizenship recently. They are expecting another little Nicassio in December. Ron Rolly, active in the Waterbury Civic Theater, appeared in their production of Cole Porter's "Anything Goes." With Mac's marriage on April 28, the number of bachelors on the Floor Crew dwindled to two. Jim Aseltine returned to work hale and hearty after a few days in the hospital. Bill Grammas goes on vacation June 1, and plans a motor trip with his family to Florida. The Floor Crew's newest member is Bob Beaulac, a Springfield, Mass. native, who comes to us from New York University where he recently completed several television courses.

The Business Office

Walt Clemens has received a letter from Joe Smith, formerly of the mail room. He would like to hear from some of us here on the staff. He's plans to be married in July and also intends to stop at Broadcast House on his wedding trip North. His address is A/3c Joseph Smith, CMR #2, Box 6662, Keeiler A. F. B., Mississippi.

Mary and Bob Donovan are leaving June 1st on a trip to Ft. Lauderdale, Miami and Key West.

FARM YOUTH PICNIC (Continued from Page Four)

Frank Atwood says he would like to express, through TIC TOC, his thanks and appreciation to all who volunteered to make the picnic a success. He mentioned Herman Taylor and Al Jackson, Bernard Mullins, Tom Eaton, Joan Longo, Dick Ahles, Lew Krause and Bob, Jane and Steve duFour, in addition to those previously listed.

Norm Morrow had put in many days before the picnic getting the grounds in fine shape and areas marked out for softball, volley ball and horseshoe pitching.

The Farm Youth Picnic, over the years, has become a family outing and : guests were of all ages, from grandmas to babies who spent most of the day sleeping on a car seat.

Members of the Advisory Committee, as always, took part in running the sports program, and one of our partners, Roger Zola of Glastonbury, brought his nice Holstein steer to the picnic so that guests could have fun guessing how much she weighed. Another of our dairymen, Arden Tanner of New Preston, estimated the weight exactly right and took home a handsome baked ham as his prize.

Other prizes, including flower and vegetable plants, toy tractors, milking equipment, food and battery-operated grass clippers were donated by various sponsors of Frank's morning show.

There were 262 guests and 20 staff people and members of their families, a total of 282.

THREE STAFFERS ON SICK LIST; 2 IN HOSPITAL

Frank Atwood suffered a coronary attack on the morning of May 31 and was taken to Hartford Hospital, where he is reported to be progressing satisfactorily.

It is expected that Frank will be hospitalized for about three weeks. He is in Room 1146 North of the hospital, but he is not yet permitted to receive visitors. Bob Simmons is sitting in for Frank on the early morning Frank Atwood Show until Frank returns.

Also on the sick list are Jean Hayes and George Bowe. Jean is in Room 4 at St. Francis Hospital and George is recovering from an operation at his Canton home.

Both are permitted to have visitors. George's address is P. O. Box 185, Canton, Conn.

CONNECTICUT BROADCASTERS HEAR WMCA G. M., G. FOX AD DIRECTOR

Bob Tyrol, vice-president and program chairman of the Connecticut Broadcasters Association reports an excellent turnout for the General Spring Membership meeting held recently at the Grantmoor.

Ralph Daddio, Advertising Director, G. Fox & Co., was the noon-time speaker. Daddio pointed out that sellers of radio time should take the time and trouble to be familiar with his problems in addition to being thoroughly familiar with their own medium.

That evening, Steven Labunski, General Manager and Vice-President of WMCA, New York, told the Connecticut Broadcasters and their wives that radio must overcome its inferiority complex and be the medium it purports to be.

A highlight of the meeting was a report from the Public Relations committee which had compiled all public service announcements and programs given by all Connecticut Radio and TV Stations. Their statistics revealed that these media donated the staggering sum of \$10,500,000 for public service last year.

The meeting was interrupted somewhat by the Scott Carpenter flight ... and by the Waterbury tornado.

Bob was recently named a director of the Retail Trade Bureau, Greater Hartford Chamber of Commerce.

Don MacGovern of the WTIC Radio Sales Department has been nominated for a directorship of the Advertising Club of Hartford.

OUR "MR. FFA" JUDGES CONTEST

Frank Atwood was one of the judges May 18 at the state public speaking contest of the Future Farmers of America held at the CL & P auditorium in Berlin. This is practically a habit. The Future Farmers have asked him many times to serve as a judge at state and regional public speaking contests. The state award for the winning school is the Frank F. Atwood Trophy, which the boys established themselves and named for our farm director. They always use his middle initial, which Frank more or less dropped some years ago. They like to refer to him as "Mr. FFA."

MARY ANN RICH
WED TO ENGINEER
ANDREW J. MANK

Miss Mary Anne Rich of West Hartford, member of the WTIC staff since 1958, and Andrew James Mank of Tampa, Fla., engineer at Kaman Aircraft, were married Saturday, May 26, at St. Thomas the Apostle Church in West Hartford.

Mary Anne's maid of honor was her sister, Geri, and bridesmaids were her cousin, Cathy Rich of Hazardville and Jean Hayes of Winsted. Ushers were the groom's brother, Richard A. Mank of Tampa, John Misoda of Hartford and John Benencasa of Rockville.

Officiating clergymen at the Solemn High Mass were Mary Anne's uncle, the Rev. Anthony A. Plikunas of Dillon, South Carolina, the Rev. Joseph A. Healey of St. Peter's Church, Hartford, and the Rev. William Wihbey of St. Thomas the Apostle Church.

A reception was held at the Wethersfield Country Club. Mr. and Mrs. Mank are on a vacation and honeymoon trip in Canada. Mary Anne will be back at Broadcast House June 12.

The staff gift to Mary Anne was a beautiful cherry rocker.

AHLES APPOINTED
INFORMATION DIRECTOR

President Morency has announced the appointment of Richard Ahles as information director of WTIC TV-AM-FM.

Ahles joined the Promotion Department last November. He is a former Hartford Courant reporter and assistant public relations director at Wesleyan University.

A native of New Jersey, Ahles is a graduate of Bethany College in West Virginia. He was a reporter on the Wheeling, W. Va. Intelligencer and an Army public information specialist before coming to Connecticut.

JAN BUCHANAN, SHERM TARR
SET NOVEMBER DATE

Another WTIC wedding has been scheduled.

Jan Buchanan, secretary to Vice President Robert Tyrol, and News Editor Sherman Tarr recently announced their engagement. The big day is Saturday, November 24, in Meriden.

NEWSROOM FINDS NATURE, POLITICS,
SCIENCE FASCINATING COMBINATION

Nature, science and politics are keeping the newsroom on the busy side these days.

The recent Waterbury tornado, by coincidence, roared down its swath on the same day that Scott Carpenter took his out at space.

Either, together with additional newscasts, would have made it a busy day. With both, it was, well interesting.

Many remotes, mostly from staff members. Bob Simmons, Stan Simon and cameraman Bob Dwyer in Waterbury. Sid Stewart keeping track of Governor Dempsey at the Capitol. Remotes from Be sites. Tom Eaton overseeing at the home base. All hands at work. Film was provided for CBS in New York and WHDH in Boston.

Politics: Newsmen along the rest of the staff extremely busy at the State Republican Convention Monday and Tuesday in Hartford. Not only hard news and in depth but also features and sidelights. Another busy time scheduled for mid-July when the Democrats pick their candidates.

Veep and News Director Tom Eaton scored a real beat when he got National and State Democratic Chairman John Bailey and State Republican Chairman A. Searle Pinney together in debate on the political campaign. The program "Connecticut, What's Ahead?"

When the Dave Brubeck Quartet was in town over the May 26th weekend, Newsman Larrye Debear attended the concert at Bushnell, then got interviews with Brubeck, Drummer Joe Morello, (who comes from Springfield), and Alto sax player Paul Desmond, for "Night Beat."

Interviews ran a total of half an hour and were used on three separate nights. Debear writes the script for "Just Jazz" --Saturday night at 10:30 -- so this was as much pleasure as it was business.

DIRECTOR PROVIDES SEQUEL TO STORY
OF 3 ENGINEERS' SEVEN POUND BABIES

There's a sequel to last month's story of the three engineers who had seven pound sons delivered by the same doctor.

Mr. and Mrs. Harry Parcell became parents of a son in May delivered by the same doctor who was kept busy in the engineering department in April. The Parcell heir outweighed the engineer's sons by nearly two pounds.

TIC TOC REPORTERS:

Beverly Adams, Jim Aseltine, Joyce Bennett, Bill Conticello, Brad Davis, Len Doughty, Bill Grammas, Jack Guckin, Jerry Haber, Barbara Kline, Lew Krause, John Lanzieri, Betty Levin, John Reno, Woody Sloan, Sid Stewart, Dave Wilkinson, Edited by Dick Ahles