



Paul W. Morency

President Paul Morency Looks to the Future

The past can be little more than prologue and, while we are proud of the accomplishments of the 37 years of our operation, it is to the future we look. At this moment in time, the world is moving at a speed undreamed of when WTIC first took to the air in February 1925. The sonic barrier has been crashed, television has become an integral part of our lives, and man has been catapulted into space.

These three examples are cited because they all have happened not only in the past 37 years, but specifically in the few years since World War II. It took man 100 years to advance transportation speeds from 40 to 400 miles per hour, but since World War II, he has been able to bridge the gap from 400

to 4000 miles per hour. This attests to the fact that we are living in a world of almost unbelievable acceleration, and those who do not look to the future already are a part of the past. This is not to ignore axiomatic truths such as integrity, enterprise, strength and endeavor which are timeless qualities, as valid in one age as the next . . . but rather to emphasize the fact that we are not on the threshold of great promise and development, we have already crossed that threshold.

Thus, we of WTIC TV-AM-FM have planned "Broadcast House," our bright new facility, as a part of that inevitable and exciting future. We have located it in Constitution Plaza, a dynamic area of urban renewal which, at

this moment, boldly foretells the future of our great area and ever-growing market.

The wonders of instantaneous live communication by television from any part of the world will soon be a part of our everyday lives, as will other presently unforecast developments. One thing, however, is certain. WTIC TV-AM-FM will do its best to meet the challenge of the next horizon and those which lie beyond.

WTIC TV Channel 3



ADVANCE

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BROADCAST HOUSE EDITION

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WTIC TELEVISION, RADIO IN NEW HOME

The latest in architectural design and engineering has contributed to make Broadcast House one of the nation's most modern broadcast facilities. Compact, colorful, and conveniently located in the

center of downtown Hartford, the five-story building (including basement) contains a total of 80,000 square feet, of which 12,000 square feet are actual operating area for WTIC TV-AM-FM. The remaining

area is used for administrative work and storage.

Created by architects Fulmer and Bowers, and built by Lewis C. Bowers, Incorporated, both of Princeton, New Jersey, the building was

designed specifically to take advantage of the "lift-slab" method of construction. The first, second, third, fourth floors and the unusual pyramid roof built of reinforced

(Continued on Page 4)

Weather Service Popular Feature on TV, Radio

Fishermen in Long Island, businessmen in Connecticut, and apple growers in Massachusetts are among the many thousands of people who benefit daily from the up-to-date weather information supplied by the Travelers Weather Service. Created in 1955 as a non-profit public service venture by the Travelers Insurance Companies, the weather service maintains a 24-hour watch on New England weather and provides the public with frequent, detailed, and useful forecast information through the facilities of WTIC-TV-AM-FM.

On January 1, 1961, weather



Travelers Weather Service chief forecaster Milt Barlow plots weather trends at fully equipped weather facility.

service personnel and facilities became part of the newly formed Travelers Research Center, Incorporated, an independent, non-stock corporation formed to provide Connecticut and the nation with a major research facility for undertaking work in the many areas of environmental science.

The service is staffed by seven expert meteorologists who were selected on the basis of professional background, forecasting competence, and communications skills. Both Bob Hendrick, director of the Weather Services Division, and Milt Barlow, senior staff meteorologist and chief forecaster, have been with the service since its inception six years ago. Jim MacDonald, Howard Frazier, Barbara Allan, and Ron Kessler make up the broadcasting staff. Dr. George Howe who directs the services' climatological activities also broadcasts the popular "New England Ski Report" on WTIC Radio during the winter months.

In addition to providing weather forecasts for broadcast purposes, the service is active in new and revolutionary experiments in the field of weather communications. In continuing to enlarge and expand its activities in the public service area, the weather service will continue to provide a much-needed link between the scientific world of the meteorologist and the public at large which has to live in, and cope with, the ever-changing atmospheric environment.



One hundred and seventy-two separate lighting circuits serve Broadcast House studios A and B. Each studio is equipped with a Kliegl Rotolector Light Board complete with dimmer control. Combined lighting facilities are capable of serving 12 separate working sets at one time.

Versatile Production Facilities at Channel 3

A television production at Channel 3 is a team effort at all times as is evidenced by the number of personnel involved in a single studio presentation. A Thursday evening newscast, for example, requires the services of 14 individuals, each a specialist in his field.

These men are abetted by a wealth of highly-versatile television production facilities provided by Broadcast House.

Two modern studios, completely equipped to allow a wide scope of program telecasting, form the core of Channel 3's production facilities. Studio A, measuring 50 by 60 feet and studio B, 35 by 45 feet, are the ultimate in studio design. Both are acoustically treated and fully air-conditioned and are capable of facilitating the operation of 172 lighting units. The combined areas of the two studios can house 12 separate working sets complete with necessary audio, video and lighting facilities. 790 yards of drapery materials hang from a mobile track that completely surrounds each studio allowing interchange of backdrops as desired.

George W. Bcwe, Channel 3 production manager, heads a group of 16 highly-trained specialists in the television production field. Assistant Production Manager Paul Abert and a team of five directors are backed by a smooth operating force of nine production crewmen.

The Channel 3 Film Department, a division of Production, employs the services of six film editors and projectionists under the supervision of Chief Film Editor Ernest Olivieri.

The latest in rewind, sound and viewing equipment serves the staff in the carrying out of intricate film editing procedures. The custom-designed film edit room houses four editing stations equipped with synchronized sound meter-viewers, electronic splicing devices and power-driven rewind machines.

John Lanzieri, Production Department art director, uses his tal-

ents in the creation of art for commercial and station identification commercial displays. He is also charged with the responsibility of designing



Cable and wiring utilized in WTIC-TV's complex television operation, if extended in a straight line, would reach from Hartford to New Haven.

and constructing a variety of working sets. More than 100 background flats and numerous individual props are currently contained in Channel 3's extensive prop inventory.



Chief Film Editor Ernest N. Olivieri and Leonard Mirabel load projectors in WTIC-TV's modern projection room. Film Department personnel are responsible for operation of eight separate machines.

Channel 3's Fine Sponsors

These fine companies, their services and products make possible many of Channel 3's current local telecasts.

- | | |
|--|---------------------------------|
| P. Lorillard | Helena Rubenstein |
| Best Foods | F & M Schaefer Brewing Co. |
| Lanvin Parfums | Schick, Inc. |
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| Standard Brands | Hartford National Bank |

Videotape Adds New Program Dimension

In 1956 a brown oxide-coated ribbon startled the television industry.

Videotape, which introduced an entirely new dimension to television programs, won quick acceptance as a production tool by combining the versatility of film with the "presence" of live television. Videotape could record both sight and sound for immediate playback without processing, yielding quality of reproduction indistinguishable from the live medium.

In 1958 that videotape made its appearance on the local scene at Channel 3. A \$58,000



The two \$58,000 videotape recorders, shown here, are each capable of recording and playing back up to a full hour of programming on a single 1400 foot reel of magnetic tape.

videotape recorder, an unprecedented engineering masterpiece, went to work bringing Channel 3 viewers many hours of "live" television programming which had previously been presented on motion picture film.

In May, 1960, Channel 3's videotape department expanded. The original machine was replaced by two later models, and since that time the Ampex recorders have served extensively in the presentation of programs.

Capable of recording and playing back up to a full hour of programming on a single 1400 foot roll of 2-inch wide magnetic tape, the video recorder is easily loaded and operated by one man, or may be rolled by the simple manipulation of remote control devices located in each of three video control rooms.

Economical because of its long life, a single videotape will re-record as many as 100 times, maintaining a quality picture in each instance. The magnetic tape will hold a recorded program intact for an indefinite period of time.

Videotape facilities at WTIC-TV eliminate the possibility of performance error while permitting a more liberal scheduling of studio facilities and personnel. A versatile new development in the television field, videotape plays an important part at WTIC-TV.



Addition of ten channels to audio boards in all WTIC-TV control rooms, including Master Control, pictured here, facilitates a more versatile audio control operation. Each of the supplemented audio boards is equipped to handle as many as ten microphones, videotape, film, remote and network audio chains at one time.

Complex Electronic Nerve Center Serves Channel 3

The cable and wiring utilized in WTIC-TV's complex television operation, if extended in a straight line, would reach from Hartford to New Haven . . . a fact that foretells of the modern and functional design to be found in the television engineering facilities at Broadcast House.

Three control rooms, Master Control and those serving productions originating from Channel 3's two television studios, are the control centers for all video and audio transmission.

WTIC-TV's Engineering Department boasts of a number of unique facilities. For example, installation of a completely transistorized video switcher in Studio A control allows for smoother video operation. The addition of ten channels to audio boards in all control rooms facilitates a more versatile audio control operation. Each of the supplemented audio consoles is equipped to handle as many as ten microphones, videotape, film, remote and network audio outlets at one time without resorting to heretofore complicated switching procedures.

A remote control system encompasses the entire engineering operation. Motion picture projectors and videotape machines located beyond the reach of video switcher personnel, are started and stopped by the push of a remote control button located on the control room switching panel. The changing of slides is effected in the same manner.

A new special effects amplifier is housed in the switching control board of studio A to perform the exact function that its name implies. Split screen, vertical, horizontal, oval and diamond wipes are but a few of the many unique visual effects it creates electronically.

Thirty-six electronic cabinets form the nerve-center of the complex television operation. Miles of wiring, thousands of tubes are housed in

the cabinets, air-cooled through a specially designed, locally controlled ventilating system to prevent overheating. Each of the 36 "racks" is essential in the functioning of all television equipment.

Six Image Orthicon television cameras, three of the new TK-12 4 1/2 inch type, designed to produce a higher quality picture for transmission, are equipped with British-made Taylor, Taylor and Hobson precision camera lenses. The specially designed opticals are considered to be another important contributing factor in the greatly improved picture quality transmitted by WTIC-TV.

In sending its signal from studio to transmitter and, in turn, to your home receiver, Channel 3 utilizes a Beam Bender. Mounted high atop a nearby building, the signal-bouncing instrument is composed of two metallic parabolic reflectors, huge dish-like instruments, connected by a section of piping known as a "wave guide." The Beam Bender receives the studio television signal from a parabolic reflector mounted on the roof of Broadcast House and sends it on to the Avon transmitting site.

An engineering staff of 24 maintains and operates WTIC-TV's audio, video and transmitting facilities. Each engineer holds a First Class Radio Telephone Operator's License issued to qualified personnel by the Federal Communications Commission.

According to WTIC's Chief Engineer Herman D. Taylor, equipment maintenance is a vital undertaking in the operation of Channel 3 telecasting facilities. It is in the engineering maintenance shop that trained men utilize the most modern of tools in detecting equipment deficiencies and in employing preventative maintenance measures. The never-ending maintenance task involves the upkeep of a huge variety of technical equipment.

News a Major Program Effort at WTIC

Is it news, is it important, and is it of interest to the public? The foregoing serves as a yardstick in evaluating the content of newscasts presented on Channel 3 and WTIC Radio. A major program effort of the Travelers Broadcasting Service Corporation stations, news is brought to the public as it happens with complete, authoritative and objective reporting.

Eight full-time newsmen, each with a wealth of newspaper and/or radio-TV news experience, form the core of the radio-television operation at WTIC.

Directed by N. Thomas Eaton, a



The WTIC Radio and Television news staff, shown here in new Broadcast House quarters, pursues a thorough and exacting approach to the concise reporting of news.

27-year veteran of the New England and national news scenes, the reporting unit prepares 128 regularly scheduled radio and television newscasts each week. Special supplementary broadcasts are presented as important news happenings unfold. The 128 newscasts on the local level represent a total of 15 hours and 30 minutes of in-depth reporting to listeners and viewers in the WTIC Radio and Channel 3 coverage areas. Ninety-three weekly reports, on the network level, offer an additional ten hours and fifty minutes of news coverage.

Sources for program preparation are many. United Press International, the Associated Press, Telenews and Channel 3's own film correspondents, strung across the nation, maintain a steady flow of information to the WTIC Radio and Television newsroom.

An Associated Press Photofax machine delivers electronically reproduced, up-to-the-minute pictures for use on telecasts while NBC "Hotline" stories are available throughout the broadcasting day for inclusion in local radio reports.

Channel 3 and WTIC Radio, pursue a thorough and exacting approach to the concise reporting of news to their viewers and listeners.

BROADCAST HOUSE, CORNERSTONE OF PRO

(Continued from Page 1)

concrete, were constructed one atop the other, with electrical and plumbing lines installed directly into each floor slab. The floors and roof were then raised by hydraulic jacks and welded into place.

A total of 98 pre-cast decorative concrete panels, each weighing approximately three tons, were lifted by towering cranes and placed vertically on Broadcast House, thus, in one simple operation, forming both inside and outside walls. The one-piece panels, a development of Fulmer and Bowers, measure up to 30 feet in length and are composed of exposed aggregate concrete embedded with white quartz and mica. The pale green color results from pigments mixed in the concrete. The panel units were pre-cast in North Haven, Connecticut, and brought on trailer trucks to the building site.

Joining the panel units are pre-cast pilasters composed of quartz and marble chips. Also pre-cast were the striking pyramid roof and cantilevered canopy over the first floor entrance. Gray exterior tile covers the area from the ground to the base of the second floor.

Perhaps the most unusual aspect of Broadcast House is the type of roof structure. Composed of pre-formed pyramids, the roof is cantilevered over the patio and over the parapet walkway around the outer rim of the fourth floor.

In designing Broadcast House, the architects drew on their past experience in creating buildings for both radio and television stations, and devised a versatile structure. The basement, which contains one of the most modern photo processing labs in New England, the art room, and carpenter's shop, possess enough additional space to house all station vehicles, including the mobile television unit. Also

(Continued at right)



Modern Decor Acce

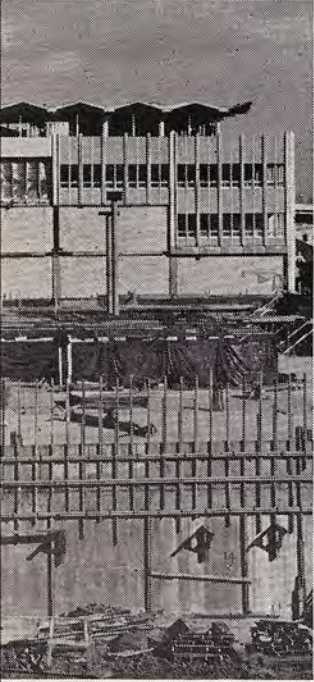
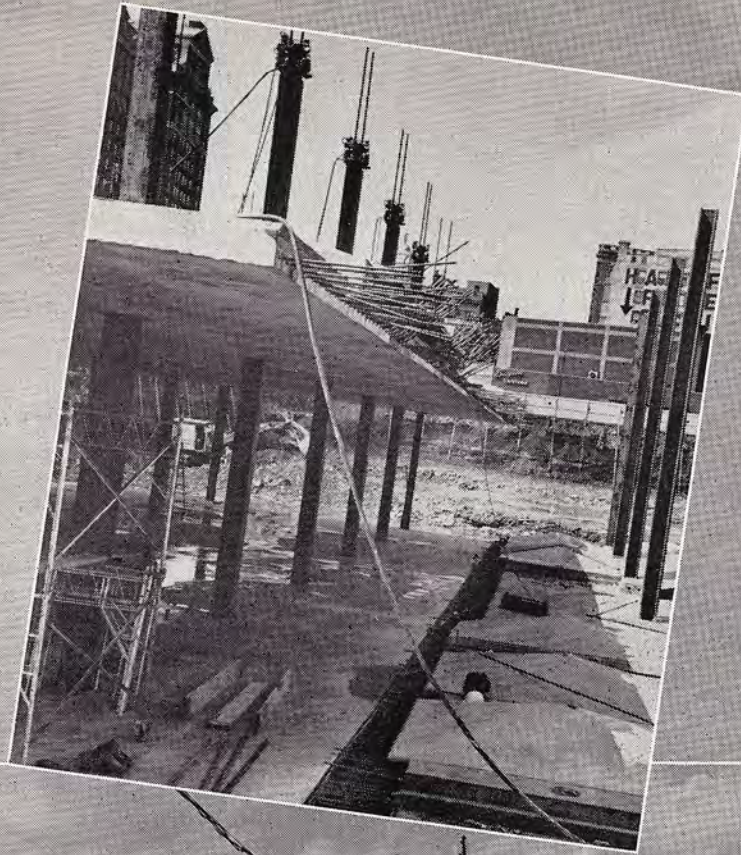
The general decor of WTIC's new home reflects the look of the future so prevalent in Constitution Plaza, the setting for Broadcast House. In creating the decor for the entire building, interior decorator Miss Alice Fenner chose contemporary designs which, because of the simplicity of line, have the quality of permanence.

The spacious main lobby, shown in picture at left, welcomes visitors and employees alike with the warmth of Brazilian Rosewood, an unusually lustrous wood used in paneling a portion of the room and as trim on the columns. Also of

Brazilian Rosewood is the angled reception desk which is flanked by a planter box of colorful tree ivy and other indoor plants. Warm Chinese Red rugs mark off conversation groupings of handsome steel and leather furniture, which is arranged for the convenience of guests and to permit interviewing.

Through the second and third floors, the feeling of spaciousness is maintained with an over-all color scheme of white, silver-gray, and charcoal black, with accents of vermilion and cerulean blue. Since many of the offices are situated

GRESS, MARKS NEW ERA IN BROADCASTING



in the basement is the station's emergency diesel generator which will supply sufficient power for the entire radio operation and 30% of the television operation in the event of a power failure.

Make up rooms, an accessory waiting room, complete shipping and receiving facilities, additional prop storage area, and the floor areas of television studios A and B are some of the features of the first floor.

On the second floor, television master control is centrally located in relation to all other functions of television broadcasting. Traffic, continuity, promotion, production, film edit and other departments of WTIC-TV are located here. In addition, the upper areas of television studios A and B are centered on this floor.

The third floor is the hub of all WTIC AM and FM activity. Here again, the focal point is the master control room, surrounded by five individual control rooms, four studios, one separate recording-control room, and the transcription library.

Pictured at left is Broadcast House in its various stages of development. Top row: (L) Broadcast House as a mere spadeful of earth turned over by President Paul W. Morency shown with Gladden W. Baker, Chairman of the Board of Constitution Plaza at groundbreaking ceremony, April 14, 1960. (C) Giant power shovel bit into ground as excavation began following ceremony. (R) Hartford residents were treated to an unusual sight in September, 1960, when one half of the top floor of Broadcast House was being hoisted aloft from the ground. Construction utilized revolutionary "Lift Slab" process.

Bottom row: (L) "Two up, two to go!" Roof and third floor slabs lay atop second floor awaiting their positioning on upper levels in October of 1960. (C) In March of this year, Broadcast House construction was progressing rapidly as other new structures began to take form in Constitution Plaza. (R) A dream come true! Broadcast House, as seen from State and Front Streets, awaited her new occupants.

ntuates Spaciousness

along the outer walls of the building, natural lighting, controlled by white vertical blinds, adds to the general atmosphere of airy space.

For the fourth floor executive suite, Miss Fenner chose to carry out the coloring of the building's exterior. Consequently, the dominant color in this area is a soft green. Here again, the feeling of spaciousness predominates. Light colors accented by vibrant tones of blue, pumpkin and rust, an unusual vinyl wall-covering which gives a three-dimensional effect, and pale green wall-to-wall carpeting help to achieve this open-air atmosphere.

One of the outstanding features of the fourth floor is the use of wood in paneling and custom-designed furniture. In the client conference room, at the right, and the offices of the president and vice-president general manager, beautifully grained walnut furnishings and floor-to-ceiling paneling dominate the decor.

All other offices on the floor feature unique custom-designed cherry desks constructed to form a unit with the built-in cabinets and bookcases which line one wall of each room.



WTIC On - The - Air -



Radio producer stands ready in studio to cue talent upon completion of commercial break, in progress. Control room engineer keeps keen eye on audio sound level from his position at audio console. Microphones, turn-tables, and tape machines are regulated by studio control boards such as the one shown here.

Radio Operation Seen Functionally Superior

The production of 314 programs is the challenging task faced each week by members of the WTIC Radio staff.

Three radio producers are backed in their weekly undertaking by a



WTIC Radio's Master Control room, shown here, is the heart of the technical operation. All lines terminate here and the sound from all studio amplifiers must pass through the equipment shown prior to feed to Avon Mountain transmitting site.

staff of 19 engineers, 17 on-the-air personalities, news writers, continuity, traffic and record library personnel and the most modern in engineering and studio design.

The WTIC Radio Production Department is headed by Frederick L. Wade, former WTIC singing personality, who administrates all production assignments to his staff while handling the difficult task of preparing announcer assignment schedules for both WTIC Radio and Channel 3.

The radio producer, counterpart of the television director, is responsible for the quality, content and timing, according to WTIC standards, of all locally produced pro-

grams. Those programs total 144 in the course of a single week and do not include an additional 170 regularly scheduled news and weather programs and an average of six remote broadcasts each month.

The ultimate in radio studio design provides flexibility in programming at all times. Five studios, each with its own control room, allow the uninterrupted airing of AM and FM programs while the recording of additional program material for later presentation is in progress. Frequently, all of WTIC Radio's studio facilities function at one time.

Eighteen audio tape recorders and 22 record turntables are supplemented by an RCA Sound Effects Filter and two Presto disc recorders to assist in the complex production undertaking. WTIC's five radio studios house two grand pianos, one grand organ, a celesta and a full set of power chimes.

According to Bernard L. Mullins, WTIC Vice-President in charge of Radio Programs, the physical structure of the five studios renders a functionally superior production operation.

WTIC TV-AM-FM Staff Numbers 170 Members

To bring the radio and television audiences of Southern New England the best in programming 365 days a year, a large staff is necessary at Broadcast House, a staff far greater than is represented by the personalities on the air. To the listener and viewer, the face of WTIC-TV and the voice of WTIC Radio are limited largely to members of the announcing staffs. Behind the face and voice, however, are 153 persons, working in close coordination performing a myriad of functions requisite to the operation



Allen

Anderson



Atwood

Bernard



Bertel

Colbert



Ehrlich

Ellsworth

New and unique equipment, larger broadcasting facilities, improved remote recording equipment and a group of talented and hard-working individuals play an important role in the intricate production scheme at WTIC Radio.

You've heard and seen WTIC Radio and Television personalities frequently. Here is an opportunity to learn a little about them.

KEN ALLEN is a veteran of 13 years in the broadcasting profession, the past two having been spent at WTIC. Prior to that time he was a member of the announcing staffs at WHYD, Springfield and W-TEN, Albany, N. Y. A parttime motion picture actor and model, Ken attended the Leland Powers School, American International College and the State University of New York. He frequently pinch-hits on the late edition of the Channel 3 News.

ED ANDERSON is a native of St. Albans, Vt. where he began his broadcasting career in 1936 at WQDM. He joined the WTIC staff in 1940, leaving in 1942 to serve with the United States Army in Germany for four years. Ed currently works with WTIC's Jean Colbert Show and handles the 6:15 p. m. Saturday edition of Channel 3 News.

FRANK ATWOOD came to WTIC as full time farm program director in 1946 and he assumed similar duties for television when WTIC-TV took to the air in 1957. He was born in the state of Washington and traveled east to attend the University of Vermont. Following his graduation, Frank came to Hartford where he was employed by the Hartford Courant. His popular early morning radio program and "RFD #3," seen on WTIC-TV, are designed to serve both rural and urban audiences.

FRED BERNARD who holds forth weekday afternoons, 3:30 til 6:00 on WTIC Radio, is a native of Glen Ridge, N. J. A former jet bomber pilot who received his B.A. degree from Davis-Elkins College, Fred was sports director of WDNE, Elkins, West Va., and later produced his own jazz program on WGSN, Huntington, New York. Prior to joining WTIC he was a member of the announcing staff of WBZ in Boston.

DICK BERTEL, host of WTIC-TV's highly informative "Perception" program and WTIC Radio's "Conversation Piece," handles the reporting chores on the 11:15 p. m. Saturday edition of Channel 3 News. A native of Darien, Dick majored in Radio and Television Broadcasting at New York University where he received his B.A. degree in 1952. "The Voice of the People," a program written and narrated by Dick for Channel 3, won a Hartford Advertising Club Award in 1957.

JEAN COLBERT, WTIC's director of women's activities, is a veritable whirlwind of activity. She is a world-traveler, fashion expert and active community worker. She has performed on Broadway stages and has appeared as commentator and actress on leading network radio programs. Jean has played hostess to scores of world-renown personalities on her WTIC Radio program.

GEORGE EHRLICH, considered one of the best play-by-play sports announcers in southern New England, is in his seventh year of calling the action for UConn football games. Next month he will begin season number ten of UConn basketball coverage. Formerly play-by-play man for WHAY, New Britain, George joined the WTIC staff in September of 1957.

of a television, radio and FM facility.

The television and radio programming departments at Broadcast House count 60 members on the rosters. These are augmented by 44 members of the engineering department, 27 persons performing general and administrative functions, 8 full-time news editors and 14 members of sales staffs.

With both television and radio operating for more than 19 hours each day, the 170-man WTIC TV-AM-FM team must and does function like a well-oiled machine.

Staff Totals Seventeen

BOB ELLSWORTH reports the news Monday through Friday evenings at 11:00 p. m. on Channel 3. A native of New York City, he attended Colgate University and served with the 32nd Infantry Division in New Guinea. Bob is currently a First Lieutenant in the 43rd Infantry Reserve Unit. Formerly affiliated with radio and network stations in New York, New Jersey, Massachusetts and California, Bob came to WTIC from Channel 18.

BILL HENNESEY delves into the past weekday afternoons to bring WTIC Radio listeners the music that made the swing era. He attended Emerson College, Boston, Mass., and began his radio career at WHDH in that city. Bill served as an announcer at WDEV, Waterbury, Vt., and was a member of the staff of WCCC, Hartford for four years before bringing his talents to WTIC.

BRUCE KERN brought his versatile announcing talents north from Clinton Forge, Va., in 1937. Known throughout southern New England for his excellent interpretation of the news, Bruce reports weekday evenings at 6:30 for Channel 3 and handles numerous newscasts for WTIC Radio. During World War II he served with the U. S. Army for nearly five years in the Counter Intelligence Corps.

ROSS MILLER, born in Boston, is a graduate of the Leland Powers School of Theatre and Radio. Before joining the WTIC staff in 1945 he had been chief announcer and program manager for Station WHAI, Greenfield, Mass. On the air with his own show since 1948, Ross recently turned to entertaining a "morning" audience with "America's most popular music."

FLOYD RICHARDS, a native of Farmington, N. H., and holder of an A.B. degree from the University of Notre Dame, shuffles his talents between radio and television. Floyd holds forth on WTIC Radio's "Sports Final" weekday evenings, and entertains the kiddies on television's "Hap Richards Show" weekday mornings. The program has been in continuous operation since Channel 3 took to the air in 1957.

DON ROBERTSON is the newest member of the WTIC announcing staff. A graduate of the University of North Carolina where he was selected for membership in Phi Beta Kappa, Don has been affiliated with radio and television stations in North and South Carolina. He has acted as guest host of the "American Bandstand" program in Dick Clark's absence. Don came to WTIC in April of this year.

BOB STEELE recently celebrated his 25th anniversary as a member of the WTIC staff. Selected for the past two years as Connecticut's outstanding sportscaster, he presides over radio's "Strictly Sports" program and Channel 3's "Close-Up on Sports" offering. Bob's morning radio program has a large following and his uncanny ability to "pick the loser" has brought him fame.

BRAD DAVIS came to WTIC from WACE, Springfield. He attended Springfield College and graduated the Leland Powers School of Radio and Television. A three-year veteran of the Marine Corps, Brad was the recipient of an award in 1955 tabbing him outstanding Marine training instructor. His popular teenage television show is currently in its third



Hennesey

Kern



Miller

Richards



Robertson

Steele



Davis

Smith

season on Channel 3 and Brad hosts a new musical program five afternoons each week on WTIC Radio.

ROBERT E. SMITH, noted record collector and authority on opera and opera history, is music director of WTIC-FM. A native of New York, Bob is host of WTIC's "Theatre of Melody" and "Your Box at the Opera." Prior to his affiliation with WTIC, he was director of auditions for NBC and supervisor of recording sessions for the Victor Recording Machine Company. His extensive personal record collection numbers over 30,000.

ORVILLE ANDREWS (Ranger Andy) was born in Lincoln, Neb., where, at an early age, he enjoyed exploring the outdoors. He was graduated from the University of Nebraska where he majored in dramatics. He has appeared as a singing comic with Al Pearce & His Gang and on the National Barn Dance program. Andy was the creator of the Life Buoy "Fog Horn" and Bromo Seltzer "Talking Train," wrote commercial jingles and worked for a year and a half on the Perry Como Show. His popular Channel 3 television program "The Ranger Andy Show" has garnered a large audience since its debut in 1957.

A List of WTIC-Radio Sponsors

It is these fine companies and products that make many of WTIC Radio's programs possible:

- | | | |
|--------------------------------|---|----------------------|
| Allegheny Airlines | Candettes | Blue Bell Mattresses |
| Aunt Millies Sauces | Prudence Bacon | Nassau Furniture Co. |
| Brock-Hall Dairy | Ruppert Beer | Faber's |
| Campbell Soups | Schlitz Beer | G. Fox & Co. |
| Duffy-Mott Company | d-Con | Freed's Fur Shop |
| Esso | "7-20-4" Cigars | Haas Rug Co. |
| First National Stores | Weed Tire Chains | John Hamilton Co. |
| H. P. Hood & Sons | Pall Mall Cigarettes | Lipman Motors |
| Jato, Gils & Glisade | ABC Breakfast Juice | HELCO |
| Alcoa Products | Miricil Hand Cream | John Leavitt, Inc. |
| Amoco Products | Dean Manion Forum | Danaher Ford |
| Beech-Nut Coffee | My-T-Fine Products | O. E. D'Arche |
| Minit Rub | S & H Green Stamps | Capitol Motors |
| Chun King Foods | Lux, Bond & Green | Wheatena Cereal |
| Coca-Cola | Savitt Jewelers | Prestone Anti-freeze |
| Fels Soap Products | T. L. C. | Eveready Batteries |
| Bond Bread | Society for Savings | Texaco Products |
| Preen Wax | State Savings Bank | Top Value Stamps |
| Maltex Cereal | Statler Hilton Hotel | Vicks Cough Drops |
| SNETCO | Martin Rosol's, Inc. | Tip Top Bread |
| Rheingold Beer | Ruwet & Sibley, Inc. | Alba Dry Milk |
| Crax | Ford Motor Company | Weston Cookies |
| Nescafe | Travelers Insurance Company | Chrysler Corporation |
| The Hartford Courant | Real Estate Board of Greater Hartford | |
| Gold Bond Mattresses | Reno Paint & Wallpaper Company | |
| Ralston Purina Company | Neisner Brothers Department Stores | |
| R. J. Reynolds Tobacco | Hartford National Bank & Trust Co. | |
| International Harvester | Hartford Despatch & Warehouse Company | |
| Ballantine Beer & Ale | Federal Savings & Loan Association | |
| Arm and Hammer Soda | Curtis Automatic Transmission Co. | |
| Cream of Wheat Cereal | Connecticut Milk Producers Association | |
| Kraft Deluxe Margarine | Connecticut Bank & Trust Company | |
| Ocean Spray Cranberry | Sperry & Barnes Div. Swift & Co. | |
| Juice Cocktail | Savings Banks' Association of Connecticut | |
| Snow's Clam Chowder | Florists' Telegraph Delivery Assoc. | |
| Frank Amodio & Sons | Firestone Tire & Rubber Company | |
| Anderson-Little Company | Algonquin Gas Transmission Company | |
| Canadian Fur Company | Hartford Federal Savings & Loan Association | |
| Early American Inns Co. | | |
| L. B. Darling Company | | |
| Gulf Guaranty Land & Title Co. | Hartford Tire Company | |
| International Nickel Company | Insurance City Pharmacy | |
| Japan Canned Crab Sales Co. | Charles G. Lincoln & Co. | |
| Monroe Auto Equipment | Litchfield Farm Shops | |
| Phoenix Insurance Company | Mancini Packing Company | |
| Changing Times Magazine | Modern Living Furniture | |
| Capitol Equipment Company | Putnam and Company | |
| Mr. Chipps Department Store | Sage Allen & Company | |
| Connecticut Medical Service | Sigourney-Burk Food Store | |
| Connecticut Milk For Health | Phillip H. Stevens Co. | |
| Connecticut Packing Company | Tolles Equipment, Inc. | |
| Crown Petroleum Corporation | Valoco Building Products | |
| Barrows and Wallace Company | H. K. Webster Company | |
| The Charles Brunelle Company | Chock Full O' Nuts Coffee | |
| Samuel Donchian Rug Co. | E. I. Du Pont de Nemours | |
| | General Motors Corporation | |



WTIC's Record Library houses approximately 75,000 recordings and is the clearing house for all tapes, electrical transcriptions and records. Wheel-type filing system contains complete catalogued data on each recording.

advance

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'The Broadcaster'

Symbolizes Both Future and Past at WTIC

An object of great curiosity for the past several weeks has been the sheathed figure located in a niche in the lobby of Broadcast House. The mysterious object was unveiled by Governor John N. Dempsey at the formal dedication of Broadcast House on November 27 and proved to be a handsome, original bronze statue, appropriately named "The Broadcaster."

Born of a desire to achieve tangible expression of the integrity which has characterized the WTIC-TV-AM-FM history, "The Broadcaster" also was created to serve as a guidepost for future service by the stations. Noting that Webster defines "broadcast" as "cast in all directions, as seed from the hand in sowing," James Glenn, WTIC Promotion Art Director, pencilled a sketch of a sower. Determined and rugged in physique, the figure possessed an even more dominant attribute, that of simple integrity.

Utilizing Glenn's sketch, Frances L. Wadsworth of Granby, Connecticut, was commissioned to sculpture the statue on the basis of several pieces of statuary she had created which attest to her skill. Hartfordites probably know her best for the Thomas Hooker monument located on the Main Street side of the old State House and for the monument which honors the founder of the American School for the Deaf at Gallaudet Square.

The bronze which stands 42 inches tall from its base to its pate is mounted on a rough hewn piece of granite which adds an additional three feet to its over-all stature. In its right hand, if carefully inspected, may be seen three seeds, a whim of the sculptress to signify the statue's relationship to Channel 3.

"The Broadcaster," in the days to come, will be a familiar figure, not only to viewers of WTIC-TV, but across the country as well, to members of the radio, television, and advertising fraternities. "The Broadcaster" will be seen on WTIC-TV identification slides, in newspaper and trade journal advertising, as part of the WTIC TV-AM-FM letterhead, on station brochures and literature, and in every practical way in which it can mirror the basic integrity of WTIC Television and Radio.

