

W T I C - T V

Hartford 15, Connecticut

**program
schedule**

OCTOBER 1957

**NOW
ON
THE
AIR**

CHANNEL

SPOTLIGHT 

Represented Nationally by

Harrington, Righter & Parsons, Inc.

THE TRAVELERS BROADCASTING SERVICE CORPORATION

Hartford 15, Connecticut Telephone: JAckson 5-0801

WTIC-TV, CHANNEL 3, HARTFORD

OCTOBER 1957 • PROGRAM SCHEDULE

	MON.	TUES.	WED.	THURS.	FRI.	SAT.	SUN.
11:00 AM						HIGH SCHOOL WORKSHOP LS	LIVING BOOK FS
11:30						CLOSE TO THE SOIL FS	THIS IS YOUR COUNTRY FS
12:00 NOON						UNIV. OF CONN. LS	CRUSADER RABBIT FCP
12:15 PM							CHRISTIE COMEDIES FCP
12:30						R.F.D. #3 LCP	UNIV. OF MICHIGAN (Marriage) FS
1:00						UNIV. OF MICHIGAN (TEEN AGER) FS	WE BELIEVE LS
1:30						HANS CHRISTIAN ANDERSEN FCP	GREAT WESTERNS 1:30 to 3:00 P.M. 10/6 only
2:00						AMERICAN LEGEND FS	1:30 to 2:45 P.M. 10/13 only FCP
2:30						BIG "3" THEATRE FCP	★ ★ ★ TBA 1:30 to 1:45 P.M. 10/20 and 10/27
2:45							★ ★ ★ FOOTBALL PREVIEW 2:45 to 3:00 P.M. 10/13 only
3:00	LOOK AND LEARN L&FS	UNIV. OF MICHIGAN FS	LOOK AND LEARN L&FS	UNIV. OF HARTFORD LS	LOOK AND LEARN L&FS		1:45 to 2:00 P.M. 10/20 and 10/27 N-LC
3:30	FAMOUS PLAYHOUSE FCP	MY HERO FCP	FAMOUS PLAYHOUSE FCP	MY HERO FCP	FAMOUS PLAYHOUSE FCP		★ ★ ★ CLEVELAND BROWNS PRO FOOTBALL 3:00 to 6:00 P.M. 10/13 only
4:00	KARTOON KAPERS FCP	KARTOON KAPERS FCP	KARTOON KAPERS FCP	KARTOON KAPERS FCP	KARTOON KAPERS FCP	BEST OF HOPALONG CASSIDY FCP	2:00 to 5:00 P.M. 10/20 and 10/27 (One-Half Sponsorship—Beer) N—LC
4:30	LITTLE RASCALS with RANGER ANDY L&FCP	LITTLE RASCALS with RANGER ANDY L&FCP	LITTLE RASCALS with RANGER ANDY L&FCP	LITTLE RASCALS with RANGER ANDY L&FCP	LITTLE RASCALS with RANGER ANDY L&FCP		★ ★ ★ DOUBLE FEATURE FILM 3:00 to 6:00 P.M. 10/6 only FCP
5:00	FLASH GORDON FCP	CISCO KID FCP	JUNGLE JIM FCP	CISCO KID FCP	LONG JOHN SILVER FCP	SHEENA FCP	★ ★ ★ SHIRLEY TEMPLE HOLIDAY SPECIAL 5:00 to 6:30 P.M. 10/20 only
5:30	BIG ADVENTURE L&FCP	BIG ADVENTURE L&FCP	BIG ADVENTURE L&FCP	BIG ADVENTURE L&FCP	BIG ADVENTURE L&FCP	THREE MUSKETEERS FCP	NTA—FC
6:00						BRAVE EAGLE FCP	DR. CHRISTIAN 10/6, 10/13 and 10/27 (ALT. WEEK-TABLE MEATS) FC

LEGEND: C—COMMERCIAL; F—FILM; L—LIVE; N—NETWORK; P—PARTICIPATING; S—SUSTAINING

WTIC-TV, CHANNEL 3, HARTFORD

OCTOBER 1957 • PROGRAM SCHEDULE

	MON.	TUES.	WED.	THURS.	FRI.	SAT.	SUN.
6:15 PM	CONN. WILD LIFE LS	COLLEGE CLASSROOM LS	IT'S YOUR COMMUNITY LS	COLLEGE CLASSROOM LS	VOICE OF THE PEOPLE FS	BRAVE EAGLE FCP	DR. CHRISTIAN 10/6, 10/13 and 10/27 (ALT. WEEK-TABLE MEATS) FC
6:30	NEWS LC	NEWS LC	NEWS LC	NEWS LC	NEWS LC	NEWS LC	FAMOUS PLAYHOUSE 10/6 only FCP
6:45	SPORTS BOB STEELE (Bank) LC	SPORTS BOB STEELE LC	SPORTS BOB STEELE (Bank) LC	SPORTS BOB STEELE LC	SPORTS BOB STEELE (Bank) LC	SPORTS BOB STEELE LC	★★★ GRAY GHOST (Canned Soups) (Starts 10/13) FC
6:55	WEATHER (Elec. Light Co.) LC	WEATHER (Mattress) LC	WEATHER (Elec. Light Co.) LC	WEATHER (Mattress) LC	WEATHER (Elec. Light Co.) LC	WEATHER (Mattress) LC	GUNS OF THE WEST 10/6 and 10/13 only FCP
7:00	HAWKEYE LAST OF MOHICANS FCP	KINGDOM OF THE SEA FCP	FRONTIER DOCTOR FCP	WESTERN MARSHAL FCP	TOUCHDOWN FCP	VICTORY AT SEA FCP	★★★ THE 26 MEN (Starts 10/20) (Dairy Products & Juices) FC
7:30	AFTER DINNER MOVIE FCP	AFTER DINNER MOVIE FCP	AFTER DINNER MOVIE FCP	AFTER DINNER MOVIE FCP	AFTER DINNER MOVIE FCP	AFTER DINNER MOVIE FCP	SUNDAY SPECTACULAR FCP
9:00	WHIRLYBIRDS FCP	CAPTAIN DAVID GRIEF (Beer) FC	O. HENRY PLAYHOUSE FCP	DR. HUDSON SECRET JOURNAL FCP	MR. & MRS. NORTH FCP		
9:30	PLAYHOUSE 3 FCP ★★★ Decoy Starts 10/14 FCP	PUBLIC DEFENDER FCP	I SEARCH FOR ADVENTURE FCP	PRO FOOTBALL HIGHLIGHTS FCP	WHAT IN THE WORLD (Elec. Power Cos.) LC	COUNT OF MONTE CRISTO FCP	MR. DISTRICT ATTORNEY FCP
10:00	NEWS (Mattress) LC	NEWS (Beer) LC	NEWS (Mattress) LC	NEWS (Beer) LC	NEWS (Mattress) LC	NEWS LC	NEWS LC
10:10	WEATHER (Insurance) LC	WEATHER (Insurance) LC	WEATHER (Insurance) LC	WEATHER (Insurance) LC	WEATHER (Insurance) LC	WEATHER (Frozen Pies) LC	WEATHER (Insurance) LC
10:15	SPORTS FILM FCP	STARLIGHT MOVIE FCP	STARLIGHT MOVIE FCP	STARLIGHT MOVIE FCP	STARLIGHT MOVIE FCP	MOVIE DATE FCP	MOVIE MASTERPIECES FCP
10:30	ST. NICK'S FIGHTS N-LC						
11:15	THE FALCON FCP						
11:45	WEATHER LC	WEATHER LC	WEATHER LC	WEATHER LC	WEATHER LC	WEATHER LC	WEATHER LC
11:50	NEWS LC	NEWS LC	NEWS LC	NEWS LC	NEWS LC	NEWS LC	NEWS LC
11:55	MOMENT OF MEDITATION FS	MOMENT OF MEDITATION FS	MOMENT OF MEDITATION FS	MOMENT OF MEDITATION FS	MOMENT OF MEDITATION FS	MOMENT OF MEDITATION FS	MOMENT OF MEDITATION FS
12:00	SIGN-OFF	SIGN-OFF	SIGN-OFF	SIGN-OFF	SIGN-OFF	SIGN-OFF	SIGN-OFF

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WTIC

THE TRAVELERS BROADCASTING SERVICE CORPORATION · AM · FM · TV - Channel 3

Hartford 15, Connecticut — Jackson 5-0801

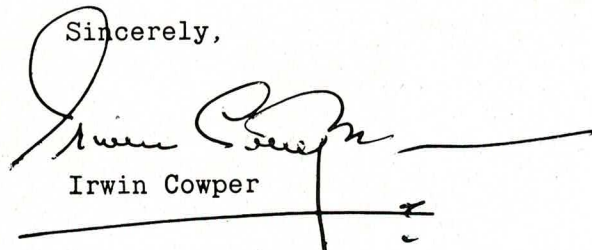
Irwin C. Cowper, General Sales Manager-Television

The confidence of advertisers is our most valuable asset here at WTIC-TV. This fact receives ample testimony from the amount of business which has been booked by the station weeks before going on the air.

Our first sponsor to sign a contract was Gold Bond Mattresses, closely followed by the four Connecticut electric companies. Regionally, H. P. Hood and Sons was first, followed by the Narragansett Brewing Company, which has contracted for a program, one-half of the Cleveland Browns Football games and a schedule of spot announcements.

By early September we listed forty accounts, three weeks prior to our start of broadcasting. We at WTIC-TV appreciate the confidence placed in us and pledge to maintain the standards which earned that confidence during 33 years of radio broadcasting.

Sincerely,



Irwin Cowper

WTIC-TV channel

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Hartford 15, Connecticut