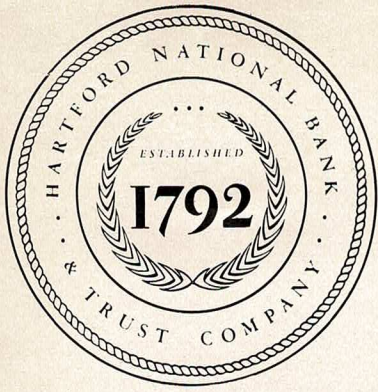


FIRST LOCAL COLORCAST ONE OF TWO THANKSGIVING DAY FILM SPECIALS ON CHANNEL 3



Hartford National Bank Sponsors 'Pied Piper'

On Thanksgiving Day, November 23, WTIC-TV will present its premiere color telecast. The acclaimed "Pied Piper of Hamelin" will be seen from 10:30-11:55 a. m. and will be fully sponsored by the Hartford National Bank and Trust Company.

Hailed by critics throughout the United States as an overwhelming (Continued on Page 4)

Pepsi-Cola Presents 'The Little Colonel'

Irresistibly dressed in the bustling costumes of the old South, Shirley Temple matches wits with Lionel Barrymore and dances with Bill Robinson, master of the tap, in a special Thanksgiving Day treat on Channel 3.

"The Little Colonel," well-remembered, heartwarming story set against a post-Civil War backdrop, will be presented on the afternoon



of November 23 from 3:00-4:00. The film will serve as a vehicle for (Continued on Page 4)

WTIC-TV CBS TELEVISION AFFILIATE CHANNEL 3
Mad advance

NOVEMBER, 1961

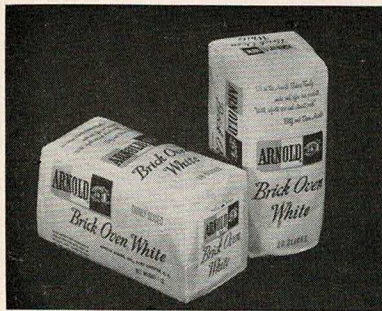
THE CONNECTICUT STATION FOR CBS TELEVISION

VOL. 3, N

Arnold Makes 'Baker's Dozen' Buy

Thirteen times each week, Arnold Bakers, Incorporated, are pre-selling thousands of Southern New England households on the high quality of their Brick Oven and Hearthstone Breads.

One-minute spots, strategically placed in Channel 3's audience-



winning program schedule, are prompting faster turnover, greater profits for retailers!

WTIC-TV's highly-rated feature film offerings, morning and evening, are carrying the bulk of the big Arnold advertising schedule. Tie-in with this potent promotion and display Arnold's complete line of baked goods on the new, eye-catching "Golden Carousel" merchandising aid.

Look to Arnold products for year-round sales success.

★ ★

A Dream Come True!



A 14-year old dream came true recently when the Travelers Broadcasting Service Corporation, which operates WTIC-TV-3-AM-FM, purchased Broadcast House from Constitution Plaza, Incorporated, for the sum of \$2,045,000.00. Shown left to right are Roger S. Wilkins, President of Constitution Plaza; Paul W. Morency, President of The Travelers Broadcasting Service Corporation, and Gladden W. Baker, Chairman of the Board of Constitution Plaza. Broadcast House is the first building to be occupied in Hartford's dynamic new redevelopment area. WTIC-TV-3-AM-FM began broadcasting from its new home on September 23. Mr. Morency expressed great pleasure and satisfaction at the event which marked the ownership by WTIC of the most modern television and radio broadcasting facilities in the

'I've Got a Secret' Shifts Air Time

I'VE GOT A SECRET, with Garry Moore and one of television's most popular panels, has moved into its tenth season at a new time with three new sponsors.

The weekly fun-session will sell the products of General Foods, Polaroid, and the Hertz Corporation and is now seen on Channel 3

'To Tell the Truth' Returns to Channel 3

After a two-year absence, TO TELL THE TRUTH, fascinating panel-quizz show that challenges panelists and viewers alike to guess "who's who and why," returned to Channel 3.

Seen each Tuesday evening at 7 o'clock, the popular program handles the selling job for R. J.

Saturation Builds Sales For Philip Morris

A massive year-round schedule for Philip Morris Commanders, Parliament and Marlboro on Channel 3 is building greater-than-ever consumer acceptance!

The 52-week schedule throughout WTIC-TV's highly-



program schedule and is consistently building sales for all three Philip Morris cigarette brands.

Commercials for Commanders, Parliament and Marlboro are currently stressing the unique vacuum-cleaning process that makes Commanders that better taste.

Keep full stocks of Philip Morris Commanders, Parliament and Marlboro on hand to meet consumer demand.

