

# *WTIC Personalities ...Signing On!*



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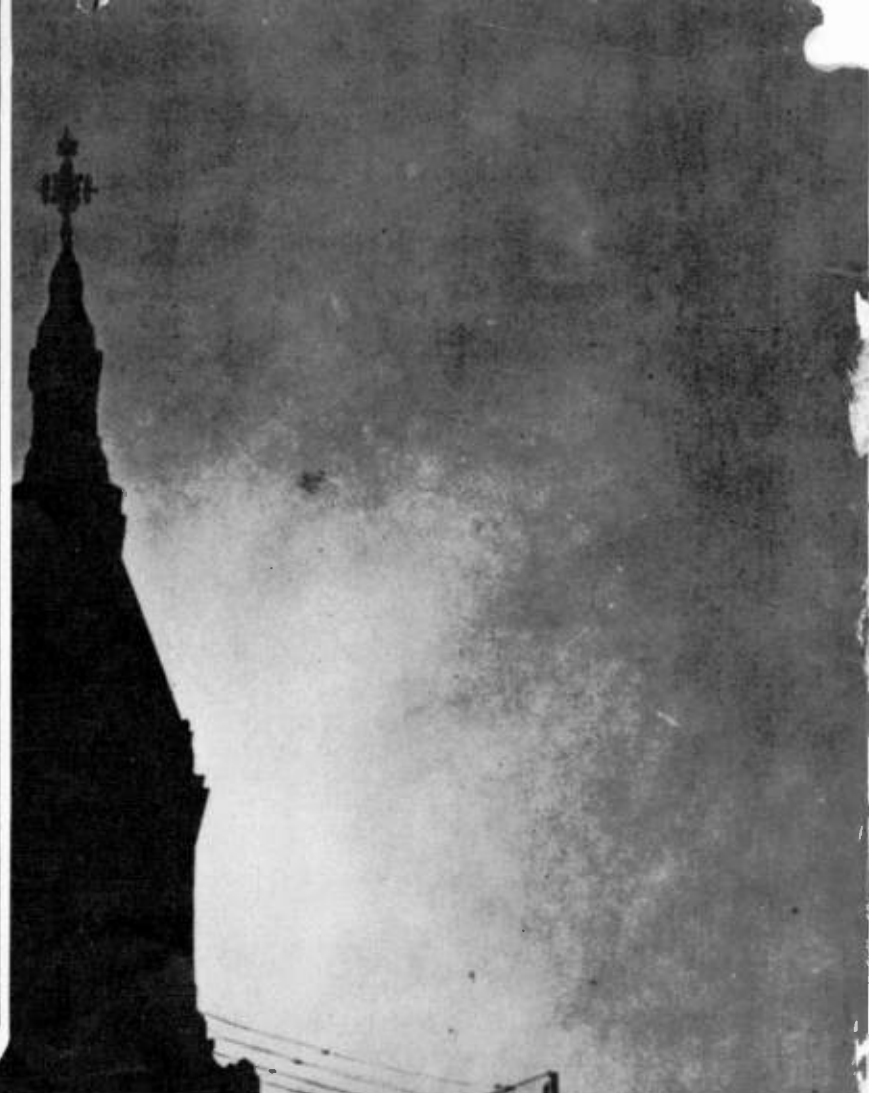




When the magazine "Variety", the voice of show-world, placed WTIC on its annual honor-roll last December, naming us as one of the outstanding radio stations in the country for the year 1938, we naturally were both delighted and proud to receive the bronze plaque which came with the citation and which you see pictured below.

As you turn the pages of the book now before you, may we ask that you consider this one picture as a preface to all the others. For to us it stands as a symbol of the work you see some of us doing here and of the guiding force behind our each day's endeavor: to maintain the high standards bequeathed us by our parent Company—the Travelers Insurance Company; to continue to be worthy of the honors accorded us in the past; to continue to strive to provide you—our listeners—with a constantly better, more entertaining, more vital, more worthwhile WTIC!

*Paul Whorsey*





# Executives

Left

**JAMES F. CLANCY, Sales Promotion Manager**

An important man in an important job is "Colonel Jim", who probably has more friends than anyone else in the world because he knows how to make them and keep them. Starred in football at Georgetown; spent many years in newspaper work and as manager of leading theatres in the United States and Canada; is a "showman" second to none; lists among his proudest possessions his two grown sons and his two grown daughters.

Right

**WALTER JOHNSON, Sales Manager**

When the home-town boy makes good, he usually does it AWAY from home, according to the story-books. But here's our candidate for the home-towner who stayed home and made his stay worthwhile. From Announcer to Chief Announcer to Production Man to Sales Representative to Supervisor to Local Sales to Sales Manager is Walt's impressive record. He, thus, brings to his latest executive capacity a well-grounded experience in every phase of broadcasting.



Left

**TOM McCRAY, Program Manager**

130¼ hours of broadcasting per week means 6,773 hours per year. Every hour has one to four, or more programs in it. Between each show news flashes, important announcements, station identifications, etc., must be inserted. Occasional floods and hurricanes involve rearrangement of a week's schedule in a minute. And our Program Director is the "fall-guy" for all of it. Tom handles this detail serenely, efficiently; finds time to develop new talent and encourage the "hopefuls".





# Announcers

Right

## FRED WADE, Chief Announcer

Vocal soloist with leading orchestras in the early days of radio, Freddie still lends his dulcet tones to a love-song on many a WTIC offering; bosses the announcing department with rare diplomacy; takes a trick himself when the occasion demands. Fred was a stock and bond salesman before he became a showman; is an expert at old New England dialect; gives as his reason for having no time for hobbies Judith Ann (age 6), Frederick Junior (age 4).



Left

## PHILIP BECKER

Six years in the investment business and . . . well, you remember what happened! So Phil turned to radio and has been at it ever since, his measured, cultured voice adding dignity and impressiveness to many of the station's more important programs. Makes his home in New York City, commutes on weekends, answers to the name of "Flip" if you know him well enough, summer mornings are spent on horseback in the neighborhood of West Hartford.





Right

**BERNARD MULLINS**

"The Pride of Stafford Springs" they call him and well they might, for Bunny is one of our most talented performers. "Casey At the Bat"? He can do it well. Need a rich baritone soloist? A character part in a play? Call Mullins! In fact, any studio job calling for extra-curricular talent is a job for Mullins if he's available. Has two sons old enough to borrow his Sunday ties; admits he's a duffer at golf which makes him a very unusual fella.



Left

**GEORGE BOWE**

"Let George do it" is no idle phrase around the Bowe estate in Glastonbury. He makes fine furniture in his spare time . . . most of it for his two-year-old daughter Maureen. Originally from Schenectady, N. Y., "Windsor", as we call him, (Hat'd middle name) trod the boards of a dramatic stock company at the tender age of 11; since done movie shorts, written plays and produced a great deal of high-class announcing for various stations, including our own.



Right

**ROBERT STEELE**

We're often asked what training is necessary to become an announcer. Here's Bob's answer: Born in Kansas City, Missouri, in 1911; school, then newsboy, salesman, motorcycle racing, professional boxing, writing and a long list of business activities that have carried him from coast-to-coast and from Canada to the Gulf! Bob writes a column in several sports publications; is a comic cartoonist of no mean ability (see page 20); lists as his favorite hobby Robert Hampton Steele, (Age, 8 months).



# Announcers



Left

## BRUCE KERN

When a fellow has a gal in Virginia who listens to his every word, he's just GOT to trot out that old personality, even on a station break! Yes suh! Bruce came to us via that training-school for many an air-lane star—the WTIC playhouse. He heads for the Mason-Dixon line the first day of every vacation, and some day soon, we rather suspect, he will not come back alone.



Right

## ROBERT RISSLING

No, this isn't Lawrence Tibbett, though to hear him sing one might think so. Bob hasn't quite decided whether he will switch to our musical staff or stay where he is. He may manage to do both, for versatility is a pretty useful commodity in our particular line. Comes from New York City; is a crack rifle shot; went into radio directly from school.



Left

## GORDON WILCOX

Behind these spectacles resides WTIC's latest announcing addition: a fine fellow whose full name is "Alexander Gordon Wilcox". His A.B. degree from Harvard in 1932 was augmented by study at the Leland Powers School of the Theatre, but he turned to radio instead of the stage. "Serious musical stuff" and poetry comprise his composing talents, and he is still single.



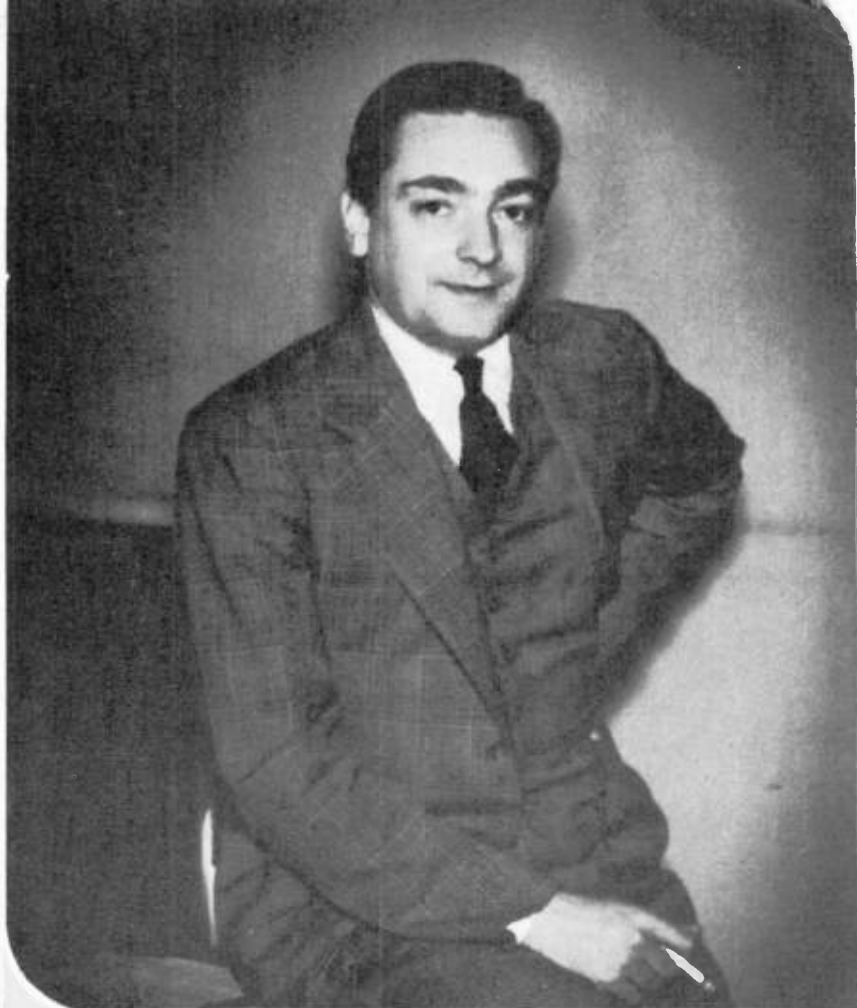


# Production

Right

## **PAUL LUCAS, Chief of Production**

Paul joined the station in its early days; created the famous "Seth Parker" character and WTIC's own "Wrightville Daily Clarion" which he wrote, produced and starred in. Collects first editions, is an authority on New England lore and has two fine sons. He's former Radio Editor of the New Britain Herald.



Left

## **LEONARD PATRICELLI**

"Pat" won the Gerald Prize in 18th Century English Literature at Wesleyan in 1929. An excellent tenor soloist, known for direction of outstanding choral groups and clever production effects. Chose WTIC instead of teaching in a western university . . . which was O.K. with us. A chess fiend, tennis star and "Daddy" to a little girl named Joan.



Right

## **BEN HAWTHORNE**

A clever descendent of old Nathaniel Hawthorne — that's Ben. He's always popping up with some brand-new, unsuspected ability. Has two plays on the market; writes articles for publication; syndicates radio scripts; is an accomplished actor, comedian, program-producer, skier, tennis player.

**WTIC**



# News!

With so much of importance happening throughout the world these days, an authentic, up-to-the-minute news Service has become one of the most vital departments of any radio station worthy of the name!

So from dawn til far into the night, the WTIC news-room is filled with the clatter of teletype machines, as last-minute bulletins from every corner of the earth come flashing in over special telegraph wires.

Four regular quarter-hour newscasts are given daily, supplemented by a daily special-edition called "News for Women Only"; early-morning and late-evening headlines; and important flashes as they come in throughout each broadcasting day.



Above

Newshawks! Assistant Dan Regan at left sends a Connecticut news item to the nation while Editor Wilmont Ragsdale checks the facts on a timely item. Bulletins on table are arranged in the order of their importance, awaiting the next WTIC newscast.

Right

Almost time for the 8 A.M. News but no time for breakfast! Bob Steele gets in a little rehearsal, punctuates with coffee!



Left

Even a mouthful like Honorificabilitudinitatibus mustn't phase a news announcer, so Gordon Wilcox checks news bulletins with pronouncing dictionary.



Right

Flash! In the middle of a regular newscast, Announcer Mullins gets something hot off the wire from Newsman Daniel Regan.





# Sales Representatives



**IRWIN COWPER, Sales and Continuity**

Remember "The Romantic Bachelor"? Here he is — though marriage and a happy son have changed his title somewhat from the days when he used to broadcast under that name. "Cowp" came to us from New York six years ago as an Announcer; became Continuity Editor; recently promoted to Sales Representative. Born in Montreal, Canada; graduated from Boston University; proud of his American Citizenship.



**T. MURRAY O'NEILL, Sales**

The second half of the WTIC Boston University Alumni Association. Murray and his co-salesman Irwin Cowper went to the same school four years; lived next door to each other in Boston; yet met for first time at WTIC! Murray is an accomplished pianist; hobby is Public Speaking; ambition to sell a million dollar contract! Covers the New England sales territory for WTIC.

## Continuity Editors



**MARJORIE WATERS**

Ten years is a long time to be at a typewriter thinking up new ideas! This lady HAS done it. Her office is piled with successful scripts reaching the ceiling, representing—in Marge's estimation—more than a million words! Marjorie is the female Marco Polo of WTIC; has traveled far and wide; collects rare books; may write one herself some day.



**EDNA MAY PARSONS**

"Aunt Edna" came to us as a fashion expert several years ago, stayed to become that and plenty more! Name any subject, and she'll give you a 25-word flash, a 1-minute plug or a quarter-hour program on it without batting an eyel! Speaks French like a native; loves to cook; claims Springfield her home; gardening her hobby.



# Music



Left

**MOSHE PARANOV, Director of Music**

Mr. Paranov looks pretty dignified here, as befits such a noted composer, pianist and orchestral conductor as he. But see him in his "country gentleman" attire, his Sherlock Holmes pipe spreading black fog over the Connecticut Valley, and . . . well, then he's "Moshe" as we all know him, as merry a member of the WTIC "family" as any, whose presence in the studio is as welcome for the good fun it brings as for the good music it produces.

Right

**PATTI CHAPIN, Song-stylist**

Here she is, and we're proud of it. The top-ranking CBS star who last year made Hartford her home and joined the talent staff of WTIC. Nice picture? And as nice a gal, too, but . . . recently married, gentlemen. Sorry!



Left

**LARRY HUARD, Baritone Soloist**

Larry, newcomer from NBC, continues the WTIC music tradition which has helped foster the rise of such stars as Conrad Thibault, Anna Kaskas, Bob Lawrence, Helen Oelheim and Lanny Ross. Larry is single, but not militantly so.

WTIC



# WTIC Studio Orchestra



Alfred Cohn, arranger and viola.



Laura C. Gaudet, pianist.



Morris Landerman, violin.



Louis Holtman, viola.



Willfrieda Gehrman, violin.



Herbert Anderson, violin.



Robert Maxwell, harp.



Ruben Segal, violin.



William J. Cullum, cello.



Luther Martin, violin.



Michael Wincek, bass viol.



Cy Kurland, violin.



# Music



Above — Under the able direction of Leonard J. Patricelli



Left

... the WTIC "Men of Song" is a choral group ranking with the best in the country. Above shows "The Modernettes", familiar WTIC trio heard alone and combined with the men's chorus as "The Modern Symphonic Choir".



Bassos are seldom more "profundo" than George Hinkle, genial WTIC "Pedlar of Melody" and versatile soloist. This familiar Coventry commuter is well-known to the networks.

"Harold Kolb at the Console". This is a familiar phrase in WTIC programming. Ten flying fingers as adept at the "serious stuff" as they are at current "Swing" versions.

World Radio History







Left

**LAWRENCE KENFIELD**  
Transcription Library

"I'm just a country boy who came to the city to see what I could see and do" . . . says Larry, who got plenty to do when he dropped in to see us and found himself in Radio! Larry has charge of everything transcribed; knows any tune you can name and who made it popular; hails from Enosburg Falls, Vermont; has rocked the same crib twice for two — Carol Lorraine and Gail Elaine.

**JOHN DeLISA**  
Mail and Music Library

We like John a lot, not only for himself but also because he brings us all our fan-mail! Johnnie keeps the orchestra music in order too; stars on the studio soft-ball team; collects rare old coins (we don't mind how old they are either!) and has a wall covered with autographed pictures of the radio stars he's met since he joined the Station.



Above

**"The Three Moods"** talented Vocal Trio seen headed for fame, who began their rise to stardom in a WTIC Studio, favor us with return engagements from time to time.



Below

**The Hi-boys!** Max Raney (behind the mike), little Flcissie and all the gang in ten gallon hats, four-quart shoes, just as you've seen them in personal appearances; just as you've heard them frequently from Studio "D".

Below

**"The Eyes of Texas are Upon You"**! Rambling Cowboys Doy 'Dell and Texas Don, heard regularly in **plain** and fancy songs from the far-west. The real McCoy too, even to their accents.





# Executives

Left

## J. CLAYTON RANDALL, Plant Manager

Here's the fellow responsible for a great deal of what we are and what we hope to be! "Clayt" helped design and install our station long before we were ever even heard; now supervises the transmitter's technical improvements; is ever full of new ideas to make us technically more efficient.

Served 7 years in the Army Signal Corps; served as engineering consultant in the establishment of the Hartford Police Radio system; has one of the most complete private collections of hunting guns in New England; uses them with rare ability, in providing us all with venison in season.



Right

## ALBERT H. JACKSON, Engineering Supervisor

Call this fellow a "Ham" and he'll like you for it! For like many of our technical staff, "Al" has a short-wave station of his own (WINI) and spends his nights chatting with the world. Joined WTIC in 1926 after radio service on the high seas; rejoices in two nicknames, "Tubby" and "Willie".



Left

## HERMAN TAYLOR Chief Engineer

When we say Herman is a typical radio engineer, we mean it as a compliment. Quiet, unassuming, he knows his job from "ay to izzard". Herman was a wireless operator on board ship 1917-1923, entered commercial broadcasting in Philadelphia in 1924, came to WTIC that year. If you want a chess-game any lunch hour, here's your man!

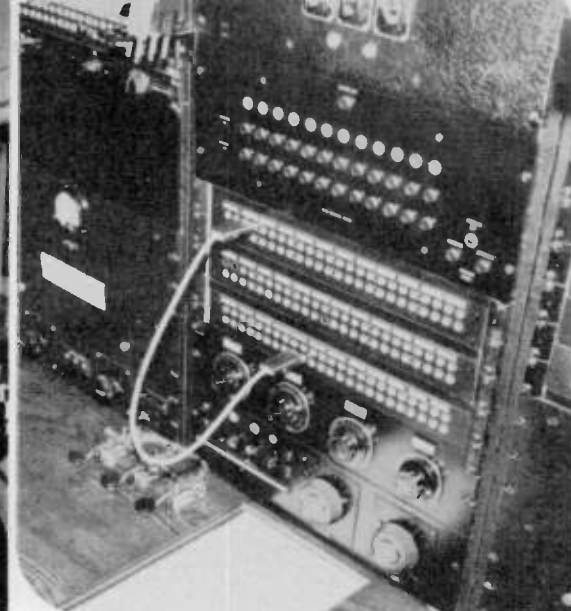




A voice or musical instrument sets up sound waves which vibrate a delicate metal ribbon in a microphone, where the mechanical impulse is changed to electrical and . . .



. . . is conveyed to STUDIO CONTROL where an operator regulates its volume within limits indicated by his DB meter before him, before it goes to the amplifiers behind him and . . .



. . . thence into the relays on MASTER CONTROL PANEL. Here, is the traffic center for all programs. Where they begin is shown by lights at top; where they go is regulated by the cord in "patch-board" in center. But . . .

## Split-Second Sound

To those of you without a technical knowledge of broadcasting, pictures of technical equipment are probably without much interest. So very little of that appears in this book, save this page on which are shown the elemental phases through which the sound of a voice or a musical note progresses, from the time it enters a WTIC microphone to that split-second later when you hear it in your home. This, to us, is the true miracle of Radio; the miracle of split-second sound!



. . . further amplification and measuring is done in the MASTER CONTROL ROOM. Again volume is checked and more power is provided to send the program ten miles to . . .

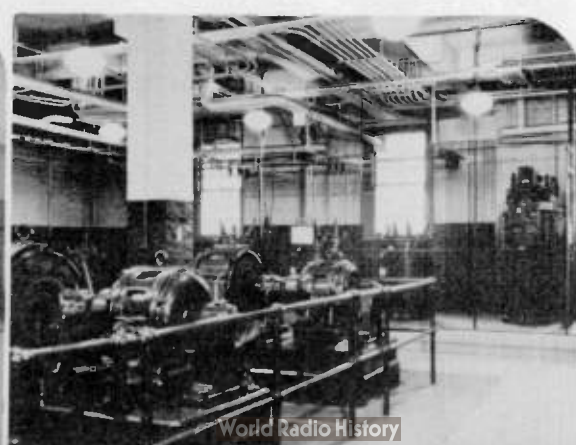


. . . the WTIC TRANSMITTER on Avon Mountain, 650 feet above sea-level. The program reaches here by wires both above and below ground. One transmission tower may be seen behind the building, while . . .

. . . the TRANSMITTER ROOM where 250,000 watts of energy meet the sound impulses of the program in the transmitter in front of the desk, and dwindle to 50,000 watts carrying the sound into the towers where it is radiated for hundreds of miles to receiving sets. All in a split-second.

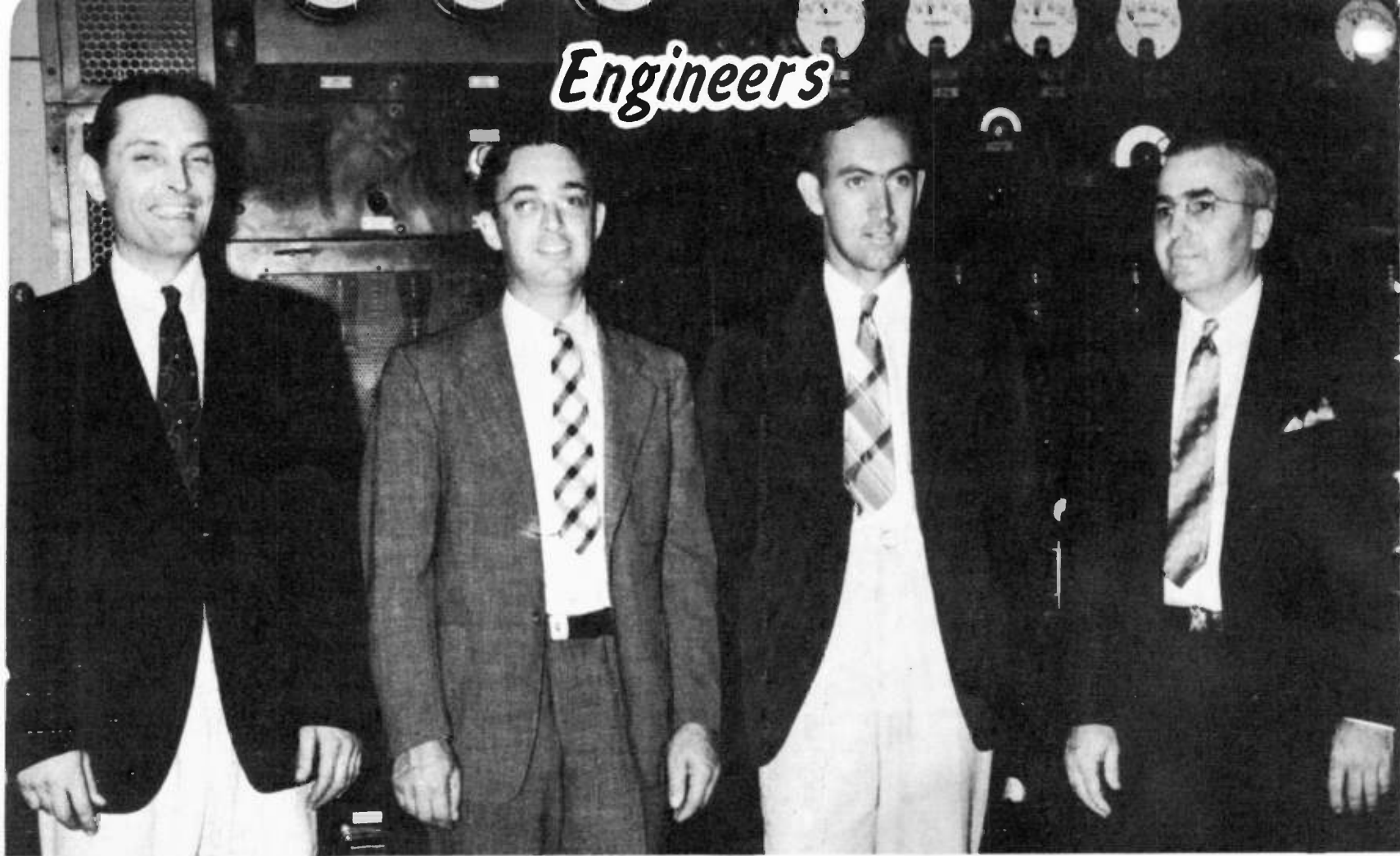
In the transmitter building basement the GENERATORS provide power to light the radio tubes, and the TRANSFORMERS, at rear, step up voltage to 17,000 volts for independent operation of WTIC. This power goes into . . .

. . . inside, at the TRANSMITTER CONTROL BOARD, the volume of the sound is again checked and measured, this time automatically by the latest type "limiting amplifier" shown in lower center position.





# Engineers



Left to right: MILTON W. MIX, CARL K. SCOTT,  
EDWIN R. SANDERS, CLARENCE C. CARPENTER.

Left to right: FREDERICK G. EDWARDS, ROBERT S. MINER,  
EDWARD F. KINGSLEY, EDWARD J. STEPHENS.

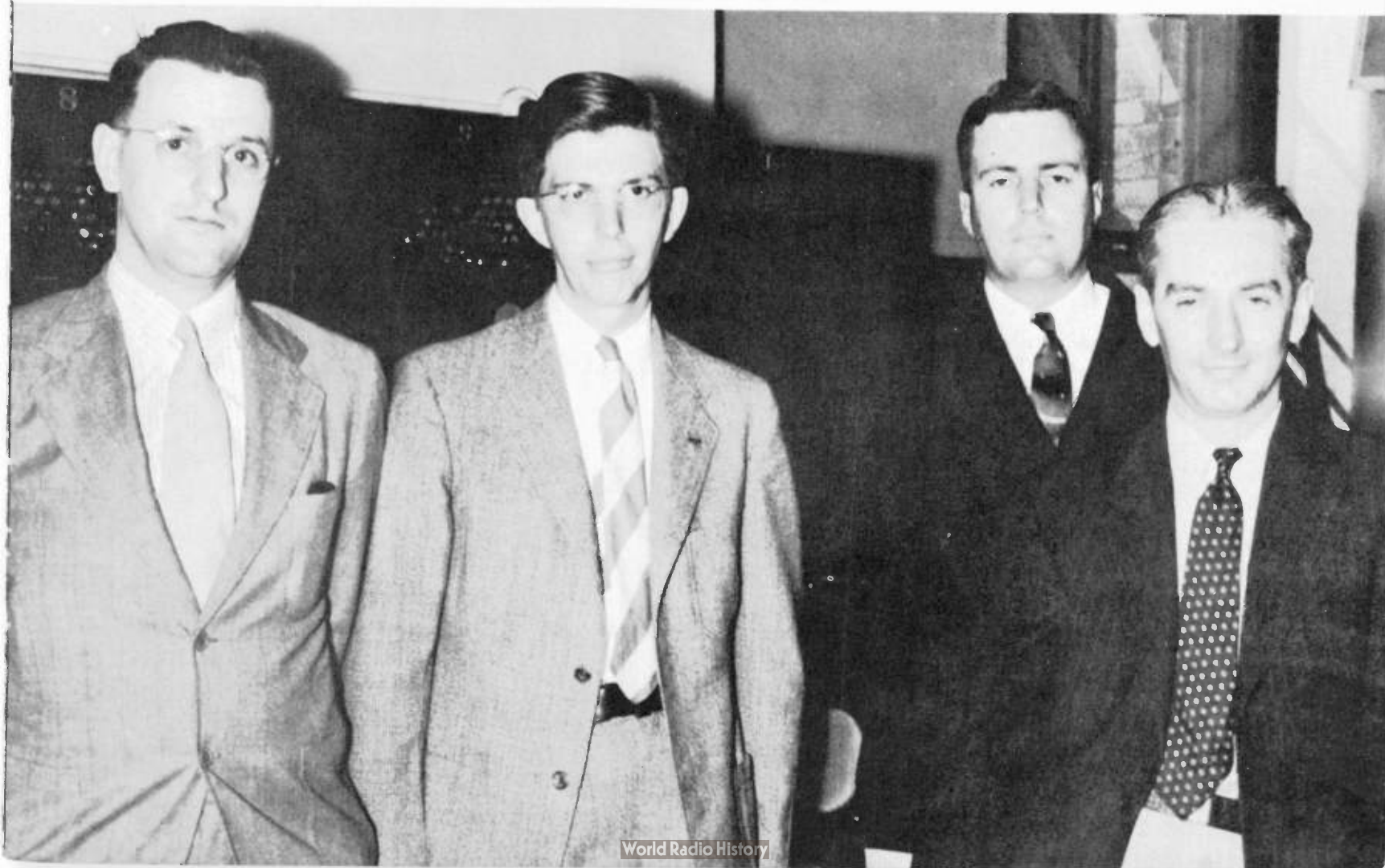






Left to right: CHARLES H. WILEY, RUEL M. LUCKINGHAM,  
R. F. PHILLIPS SMITH, WILLIAM F. COLEMAN.

Left to right: ROBERT N. FERRY, CARLTON F. NOYES,  
ROBERT S. COE, WILBUR G. CLANCY.





# Development

On the 10th of February, 1940, it will be exactly 15 years since Walter G. Cowles, vice-president of the Travelers Insurance Company, voiced WTIC's initial welcome to its listeners as the station went on the air for the very first time.

How many changes have taken place in the technique of broadcasting since that first, brief speech of greeting! And how important these continual improvements have been to YOU; for without exception, the technical innovations brought to WTIC and to Radio in general in the past few years and the many now being developed have been, are and will be **ALL IN YOUR INTEREST**: to provide you with better service, clearer reception, greater enjoyment!

Typical of this motivating force behind the developments in radio engineering are the changes now going on in and around WTIC's broadcast transmitter on Avon Mountain. Seven and a half tons of special copper ribbon have been inserted into the ground in spoke-like construction to a depth of 10 inches; 72,000 feet of this copper now surround the bases of the transmitter's two new 500-foot antennae towers to form the ultimate in radio ground systems. By a new method of energizing each tower with varying amounts of power, the direction of WTIC's 50,000 watt signal can now be controlled to any desired degree and the Station's efficiency increased in many listening areas.



Plans take shape! Professor Wynant J. Williams, (right) WTIC Consulting Engineer, and station technical experts examine a model of the proposed new antennae towers; discuss the service improvement expected from them.



New antennae towers finally completed, stand lofty behind WTIC's former transmission masts, high on Avon Mountain overlooking Hartford.

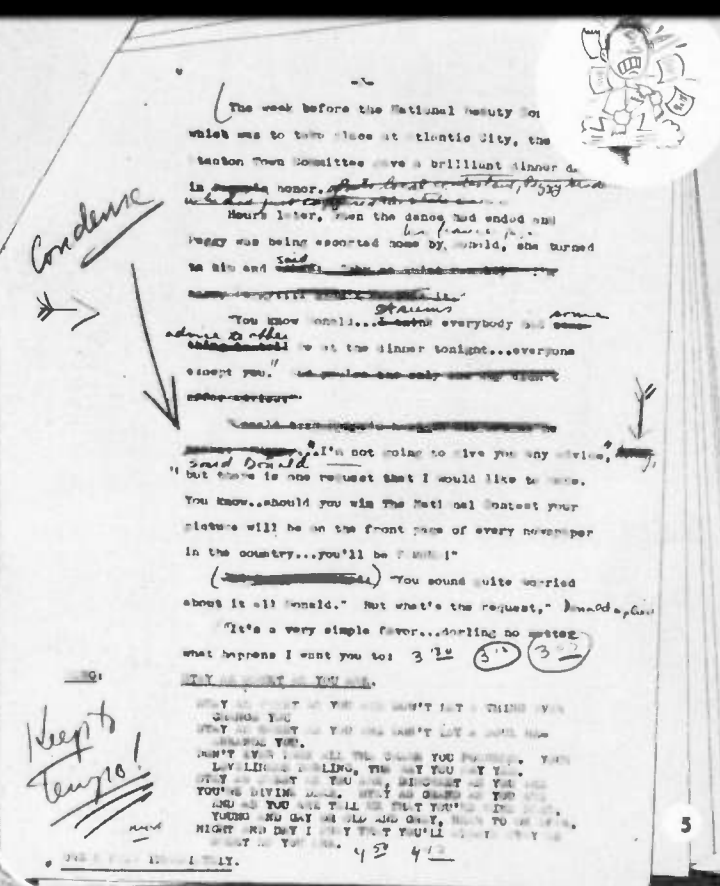




# A Program is Born

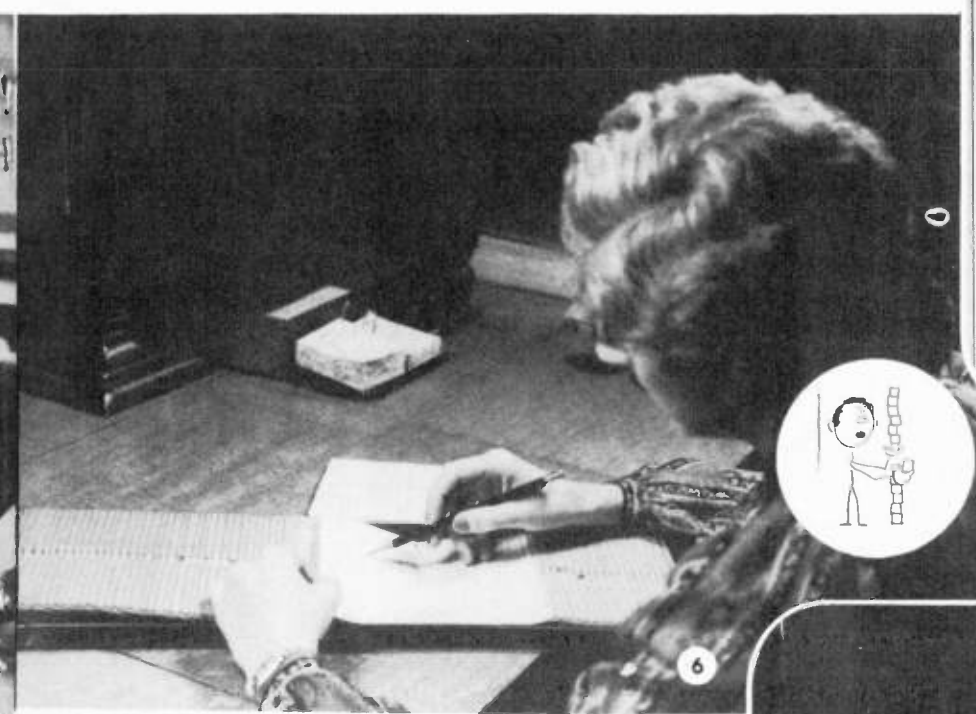
One of the most valuable things around a radio station is an idea. But of equal importance, of course, is what happens to it, once it arrives! Here in picture form are some of the steps you never hear, never see and probably have never thought much about: the hours of effort and the amount of detail involved before the studio red light flashes on and . . . a program is born!

Right  
"It was a tough fight Maw, but I won". Script for the new show listens okeh . . . with "certain" changes. It is now ready for rewrite in its final form and broadcast.



Above  
**Four men thinking**—two out loud! General Manager Paul W. Morency summons Sales Chief Walter Johnson, Sales and Continuity-man Irwin Cowper, Program Director Tom McCray to present ideas for a new show.

Right  
**They're off!** Script-man Cowper strips for action; burns tobacco, midnight oil and typewriter ribbon to give the idea form and substance.



Left  
**First reading.** Leonard Patricelli calls his cast together, reads, recites, rehearses and suggests in his production of the program.

Right  
**Dress rehearsal and timing.** The production-man hears the program from the control booth, just as it might go on the air. It must time to the second and click along like a stream-liner.

Below  
**Setting their course** regarding music, voice and microphone cues. WTIC engineers examine a copy of the script, rehearse their part in making the new show a finished production.



Right  
**The crossroads!** Will it go on the air or into the waste-basket? WTIC officials don critics' frowns as the prospective show is "piped" from the studio for them to cast judgment.



Below  
**At last, the first broadcast in a new series!** All has been done to improve and develop the original idea. The rest depends on our audience. Will they like it? Gosh, we hope so. Your letters tell us. They nourish a program after it is born.





# Administration Personnel



**IDA BURBANK** is secretary to Mr. Morency and in her tenth year at WTIC, an efficient, sincere and pleasant native of Hazardville, Connecticut.



**GRACE SAPSUZIAN** is the sympathetic, good-humored secretary to Mr. McCray. She handles "traffic", loads of detail, sings and raises rare flowers.



**ZELLA SAWYER** knows more technical radio terms than most men. As "girl Friday" to WTIC technical heads she has to. Zella plays piano and, surprisingly, stays single.



**BELLEDNA NELSON** has accomplishments in poetry, voice, piano and dramatics besides her stenographic ability. Our little "Skipper" is quiet and a swell person.



**EDITH STOCKWELL** is indispensable — and we might say "decorative". She helps everyone around the place, collects autographs and wears chic hats.



**OLIVE JOHNSON** turns out the WTIC program listings to tell us where what goes on when; claims that she will someday pull a record catch from some Connecticut stream.



**STUDIO D.** Control room window, left, observation window, right.



**STUDIO C.** Hinged panels on wall are for adjusting the studio's acoustics to fit each program.

## WTIC Broadcasting Studios

WTIC uses seven broadcasting studios to present your programs each day. Only representative studios are shown on this page — for each type of program presentation requires specific studio qualities.



**CLIENTS' AUDITION ROOM.** Into this sound-proof room new program ideas are heard by prospective clients.

**STUDIO G.** Equipment for the reproduction and recording of transcriptions is installed here.







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Cartoons by .



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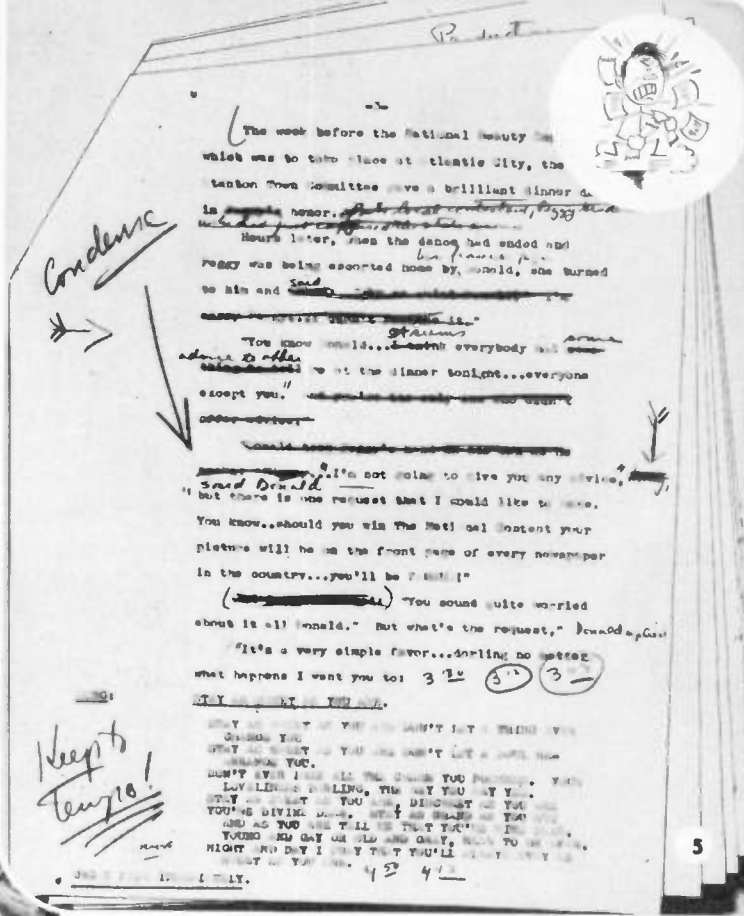
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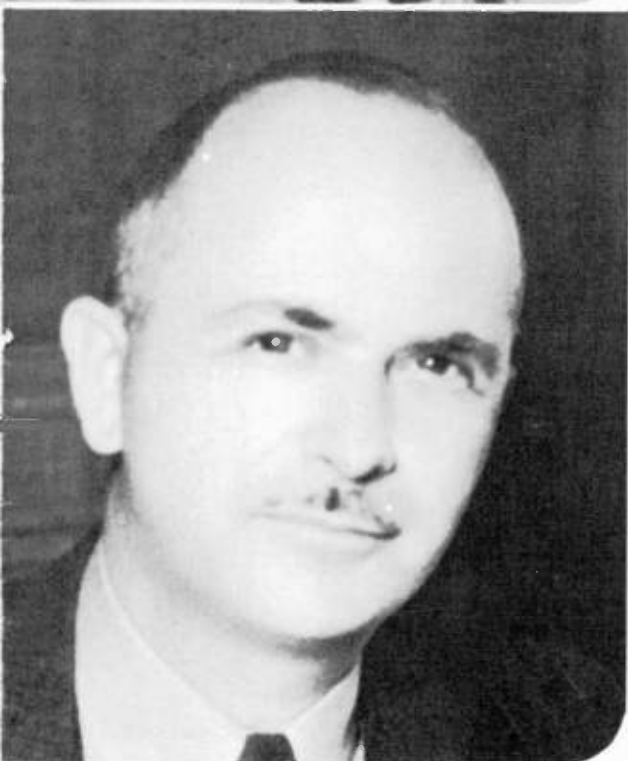
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Left  
**HAZEL GOLDBY**, stenographer, has done Shakespeare and movies in England. Loneliness brought her home.



Left  
**JOHN MURPHY** can tell you anything you want to know about WTIC; has for five years. He'll show you around if you ask.



Left  
**JOHN BERLIN** is a WTIC veteran—13 years. And a veteran with the U. S. Army abroad. He can answer your best question.

Right  
**MARGARET O'LOUGHLIN** greets you on the WTIC phone any time after 4 p.m. Folks like her genuine friendliness.



Right  
**STELLA CATTANACH** is equal to any situation that confronts her; a star bowler; demon dancer; WTIC switchboard operator.



Right  
**IDA SCHAU** is the latest addition to WTIC's stenographic staff. She's always busy and forever pleasant.



Right  
**ERNEST PETERSON** can run his legs off as the "go-getter-and-bringer-backer" at WTIC and still keep grinning.



**WTIC**



# Features



Bernard (Beauty News and Hints) Mullins and Miss Olin, Managing Directress of the Fox Beauty Salon, bedinaging in one of their thrice-weekly noontime stints on the topics of feminine charm.



Not how they look, but how they feel at sign-on time! Bob Steele and Bunny Mullins, who alternate on the "slow-death" wake-up assignment reveal their innermost reactions in this pose.



A little poem for ya, folks? A song? A recipe? A household hint? Mebbe some organ music? Bud Rainey on Women's Radio Bazaar. Mary Larkin at the table. Scripter Marj Waters wearing "hat".

Southern gentleman, poet-philosopher, proud pappy, boy's club leader, singer, author, athlete, veteran of fine programs on the Nation's leading stations . . . here's Bud Rainey reading one of his own poems on "Day Dreams"; also MC on "Women's Radio Bazaar".



Must have visual memory! Prof. Joseph F. Daltry (Wesleyan) closes his eyes to mentally turn the music as members of the University Gilbert & Sullivan Company appear on WTIC.

Hitler marches! Mussolini demands! Chamberlain calls cabinet! Roosevelt sends a message! WTIC brings you Connecticut University's Professor Andre Schenker with his concise and authoritative analyses of "History In the Headlines".





# The Fox Morning Watch

with Ben Hawthorne



The Fox "Morning Watch" with Ben Hawthorne and "Bessie Bossie", now starting its 5th consecutive year for "America's most modern Department Store"; a merry program at your service each weekday morning 7-8 o'clock with Fox news, world-headlines, fun and frolic to set you up for the entire day!

Here's the chap who makes it go, and the "pal" who helps him out. And by the way—"Bessie" is now the heroine of a book just published, a few of its many clever illustrations shown below. Written by Ben, of course. Illustrated by Hollis C. Booth.

## Above

Remember all the kidding Ben took from the rest of us when he returned from vacation this year? Pure jealousy, of course! The "alfalfa" does look distinguished, doesn't it? Or — doesn't it?

## Right

Bells from Burma, China, Tibet! Shepard bells from Switzerland, Germany, France; from cathedrals and odd corners of the earth — all FOR YOU — to wake up by. "Old familiar" in Ben's hand succeeds where others fail.



## Left

Can it be THE "Bessie Bossie", or merely a "country cousin"? Yaaa, we ain't gonna tell . . . but our studios are six flights up, so you figure it out.



"Bessie Bossie" the world's prettiest. She was born in the State of New York and is now living in the State of New York.

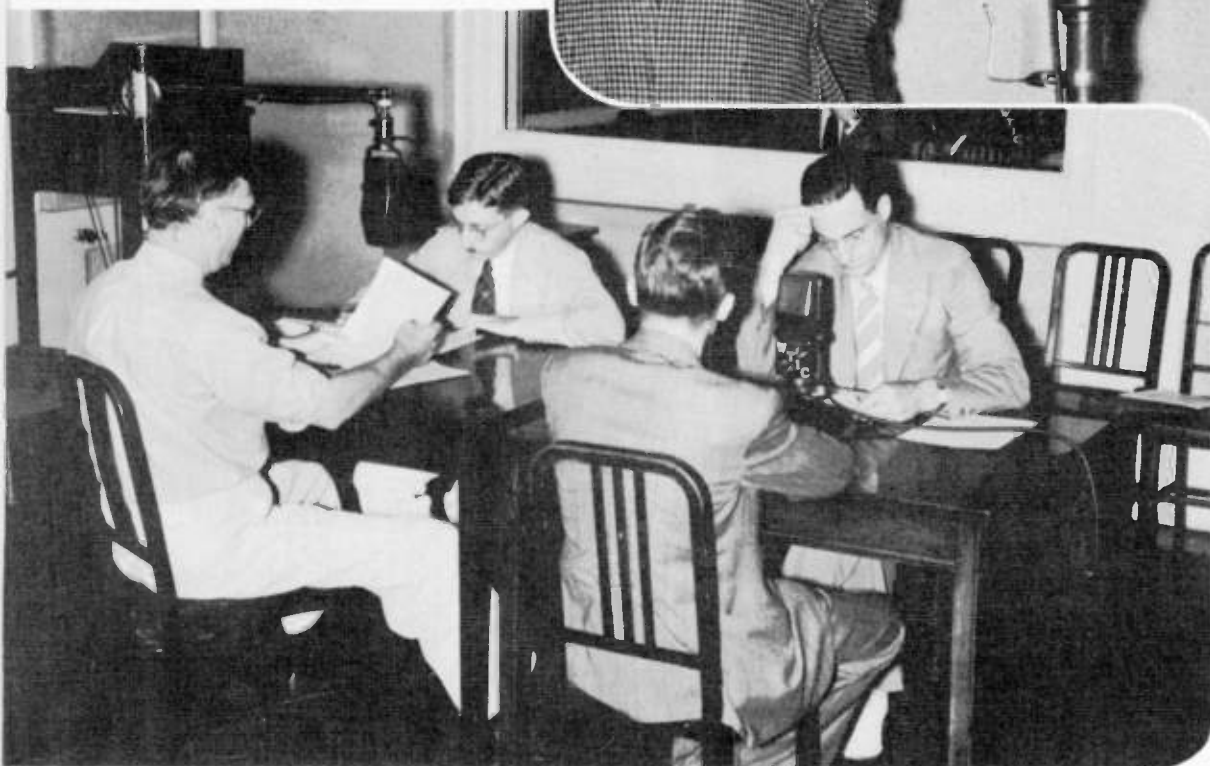


"There she goes, the world's prettiest. She was born in the State of New York and is now living in the State of New York."



# Features

Right  
"Strictly Sports with Bob Steele"! Here, the "sport" is Louis "Kid" Kaplan, former champion boxer and present Hartford restaurateur, discussing a ring "comeback".

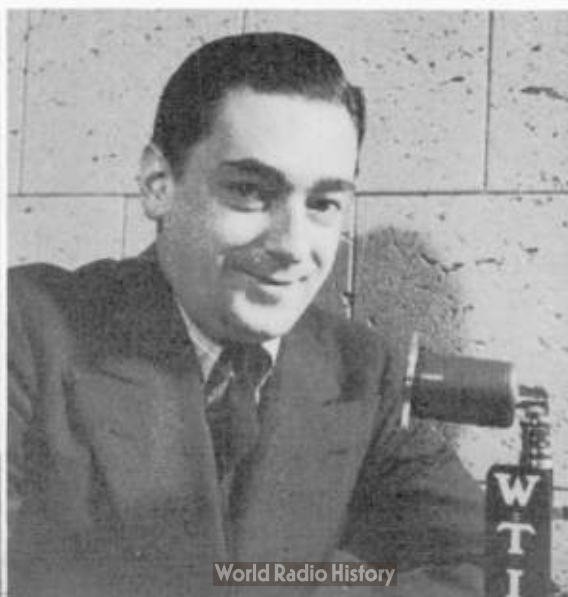


Left  
Farm tips on this and that from the University of Connecticut experts, aided by leading agricultural authorities. Frank Atwood, second from left, directs the discussions.

Who started the Radio Question and Answer Games? We think it was W. Mark Hickey on August 27, 1928, on WTIC. You still hear his "Jack Says Ask Me Another" feature in the fall and winter.

"Behind the Scenes". Here's that grin you hear in Paul Lucas' voice as he passes along his Saturday edition of what is going to happen when in radio during the next week.

"Captain Tom Hammond" dishes the latest dope on piscatorial matters along the Connecticut shore on his "Anglers' Newsreel" show. Actually, he is a New Haven business man.





# Connecticut Hall of Fame

... with *Ralph della Selva*

Meet a fellow who made an extravagant promise . . . and kept it! "Connecticut is the home of many famous people" . . . said Ralph della Selva. "Let's put them on the air over WTIC." "Can't be done" . . . said we. "They'll be too busy. They won't have time!"

"Leave it to me" . . . said Ralph. So we did. And thus began WTIC's own "Connecticut Hall of Fame" which is still bringing you the voices of outstanding personalities in the world of public affairs, music, drama, literature, education, etc.; people whom we're proud to have on our station, proud to have as residents of our State!

Below "Uncle Billy" Phelps makes a point.



Above "Emcee" Ralph.

Below

Ralph and Cecil Holm, author of many leading Broadway productions, including the recent success "Three Men On A Horse".



Below Right

With Zoë Beckley, world-famed newspaper columnist and interviewer; the only newspaper woman ever to interview ex-Kaiser Wilhelm of Germany.

Below

Round-table discussion on American Literature, with outstanding Yale students, successful authors, and Prof. William Lyon Phelps. Right foreground, Phil Stong, author of "State Fair", who hides Dean William C. DeVane of Yale.



Below

Ex-Governor Cross, who told the story of his life.







Government speaks! Sign-on time in the executive chambers as Governor Baldwin clears his throat, Engineer Carl Noyes waits for "cue" and Leonard Patricelli supervises the "pick-up".



Tuesdays and Thursdays at 9 A.M. at 1040 on your dial. Here is the pleasant person behind the pleasant voice which describes new home economics to you ladies. Meet Mary Lee Taylor.



Sarah Wheeler, "Books"—expert opinion on the latest worthwhile literary offerings; well-known from coast-to-coast for her interesting commentaries over WTIC and the NBC Red Network.

"News For Women Only", with Editor Edna Parsons hard at work lining up outstanding Connecticut women to be interviewed on this daily WTIC feature for the ladies.



Remember those French lessons from Prof. Arsene Croteau at Connecticut University? Here he is with 22 little ladies from Greenwich Academy as an old French song is under way.

Highway safety forum. Left to right: actors O'Shea, Clark, Mrs. Flood, Commissioner of Motor Vehicles Michael A. Connor, Samuel H. Fisher, chairman State Highway Safety Committee, former State Police Commissioner Anthony Sunderlund, Chief Justice William M. Maltbie, Announcer George Bowe and Ex-Governor Cross.





# Wrightville Daily Clarion



As they really are. Left to right: Paul Lucas (Elisha), Eunice Greenwood (Sister Jane), Fred Wade (Cousin Zeke Peck). The Widow Brown? Hal! That's our secret. She's one of the three.

Good news to many of you, we're sure, is the possibility that in the very near future "The Wrightville Daily Clarion" may again be a regular feature of WTIC. Meanwhile, to its host of faithful listeners gathered over the five years it has been on the air, the program draws the curtain of mystery surrounding the identity of its characters; reveals them as you might have imagined them, and as they really are.

"No, by cracky! Tain't so! I tell you, 'Lishy . . . ! In other words, Zeke Peck in characteristic pose and temper.

"How-dee, folks. 'Lishy Wright, Editor of the Wrightville Daily Clarion, speakin'."

Prelude to a storm! Sister Jane looks pained, prepares to take her little family in hand.





# Features



Ed Begley and young Seymour Baggish of the Guy Hedlund Players, as "Baxter & Son", popular WTIC program which may return soon.



Above  
"A Visit With the Happys" is really a visit with Jane Dillon, who does all the voices in that make-believe little group; is a longtime stellar WTIC performer.

Above  
Meet Jerry Belcher, folks. Or perhaps you have as he has conducted his "Connecticut Neighbors" interviews over WTIC this past summer.



Left  
"I come on you station for get some job dare!" And what a job he did on "Noontime Varieties", recent WTIC comic strip with Hal Kolb, Fred Wade and Bruce Kern. "Bateese Heemself from Canada" is the one under the hat.

WTIC



# WTIC Playhouse

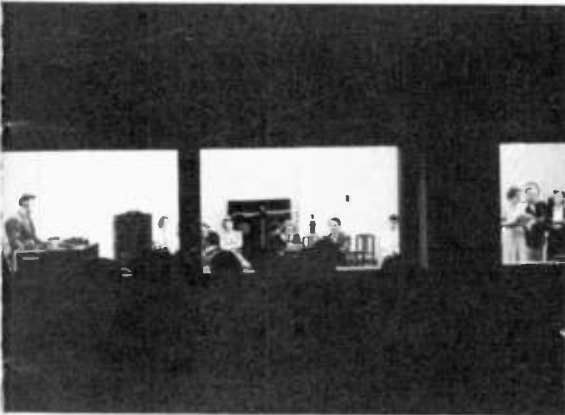
Under the able direction of Guy Hedlund, former motion-picture star and actor associated with many of the great names in the heyday of the legitimate theatre, the WTIC Playhouse holds something of a record among groups of its kind with 8 years of broadcasting history over WTIC and a list of fan letters reaching to many thousands.

To those of our audience who have never visited the studios to be the guests of the WTIC Playhouse but who are among the many followers of these programs, we offer this page of candid shots to show you what goes on "behind the scenes".



Guy Hedlund, Director

Not fooling, dress-rehearsing! "General laughter" says the script, and even the "sound" department joins in. Where's Hedlund? He was in the vacant chair when we took the picture.



Guy Hedlund and Company . . . on the air! Studio "D" from the Observation Room, as invited guests enjoy a visible, as well as audible performance.



"You're too close to the mike, Svengali!" Paul Lucas, right, irons out production details through the talk-back from control booth. Engineer Noyes keeps diplomatically sober.



Trains, dog-fights, auto-crashes, cooing of a dove, a baby's cry . . . sounds difficult to imitate are recorded in real life and reproduced by Eddie O'Shea on the new WTIC sound truck.

Anchors Aweigh!  
S.S. O'Shea.

Little Sir Echo.

O'Shea's invention—opening  
a heavy safe door.

No imitation—a real auto  
horn.





# Special Events

In the course of New England life many things occur of vital interest and prolonged influence to WTIC listeners. In most cases these events can not be handled in our studios, so miles of wires or a short-wave transmitter connect us with the scene of the action so that you may follow the sequence of events as they happen. These are called "special events". They are the adventurous element of radio.



With the new WTIC Remote Car, engineers and equipment arrive at the scene in the best time.

Visiting a visitor! Bob Steele and WTIC technicians describe the "Coronation Scot" train on its royal mission.



Postmasters' Convention, Savin Rock. Postmaster General James A. Farley, U. S. Senator Francis T. Maloney.



Airing a tough problem. Governor Aiken of Vermont and Gov. Baldwin of Connecticut discuss flood control.



Election night! Who's leading whom, and where? WTIC Political Editor William A. Sheehan(far right) dictates a bulletin.



High wind, high water! Ben Hawthorne describes a Connecticut flood scene to the nation via WTIC-NBC hockup from the top of the Traveler's Tower.





# Well... Eemagine!



Three minutes of seven and all is? ? ?  
WELL! Peggy O'Loughlin and Paul Lucas in an odd (very) moment.



Al Jackson . . . on the (h)air!



Flood-sufferer! Forty winks between  
emergency bulletins.



Schlppppppppppppppp!



The Road Hog. Irwin Cowper simulates  
texts of WTIC safety bulletins.



"So I sez to 'im, I sez . . ." sez George  
"Stogey" Bowe.



Rainey pulls a fast one.



Fiiishhh! Sales O'Neil, Production Lu-  
cas, Alumni Pearson and Stevens in  
close (fairly!) harmony.



"Cap" Tom Hammond smiles mildly.  
Thinking of a whale, I'll "bait".



# Drama to the Ladies

You ladies at home in the daytime are serious about your serials, we know! Bet you've even cancelled many an affair just so you wouldn't miss an episode in one or more of your favorite morning and afternoon radio dramas. Well, here's how some of those folks look who so hold your interest Mondays through Fridays over WTIC.



"Just Plain Bill". 10:30 A.M.



Meet "The O'Neills". 5:00 P.M.



"Vic & Sade" with "Rush" in the middle. 4:30 P.M.



"David Harum"—Susan Price, David, Aunt Polly and Zeke Swinney. 11:00 A.M.

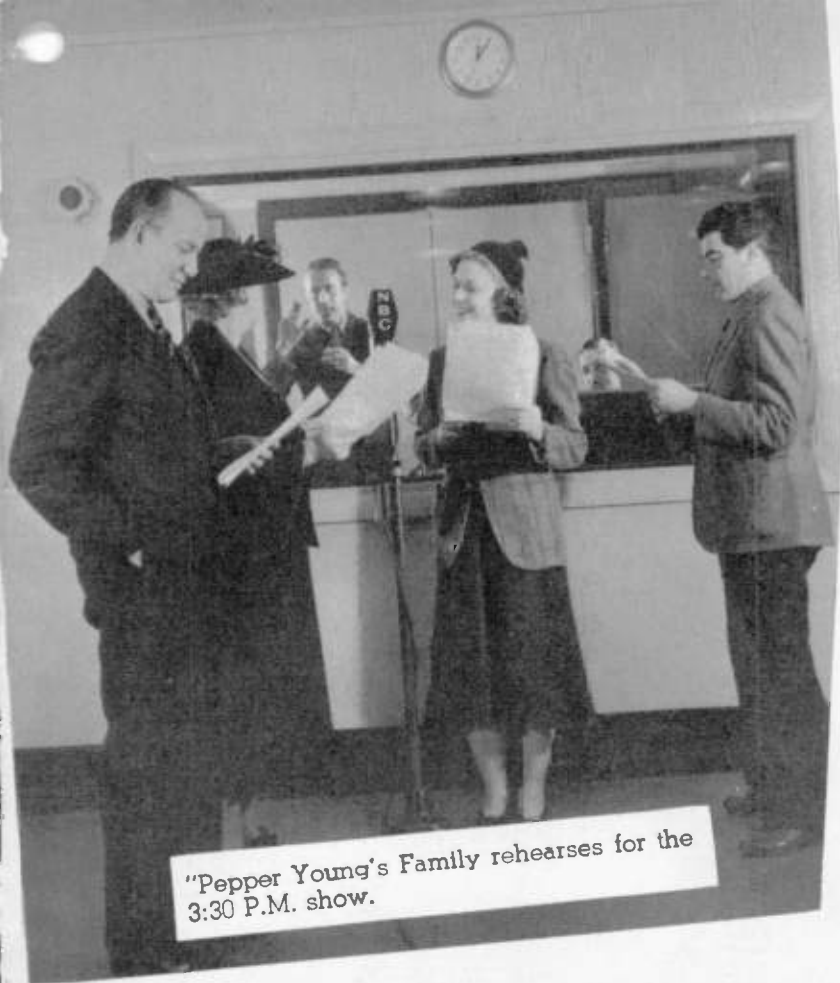


"Young Widder Brown" on NBC. 11:30 A.M.



Anne Elstner, who plays "Stella Dallas". 4:15 P.M.





"Pepper Young's Family rehearses for the 3:30 P.M. show.



Hugh Studebaker as "Charles Meredith" in "Midstream" 4:45 P.M.

## From the Yankee Network

In September, 1936, WTIC became affiliated with the Yankee Network; since then, has brought you outstanding Boston talent just as the Station's affiliation with the NBC Red Network brings you the best that New York and the Nation has to offer. Personalities from leading Yankee Network shows are on this page. Perhaps these people will mean even more to you, now that you can visualize them as you hear them over WTIC.



Marjorie Mills, food, fun, philosophy, Monday, Wednesday, Thursday, Friday, 1:30 P.M.



Jack Stevens, sports, Monday, Wednesday, Friday, 7:30 P.M.



Gag-line time with the Sunshine News reporters, Tuesdays at 7:30 P.M., Fridays at 7:45 P.M.



Gretchen McMullen, food and homemaking



# NBC Stars

N1—Swing maestro Artie Shaw. N2—"Fibber McGee and Mollie". N3—Dr. Walter Damrosch. N4—Peg LaCentra singer and actress. N5—Arturo Toscanini, NBC Symphony Conductor. N6—Bob Hope, comic "emcee". N7—Fred Allen of "Town Hall" fame. N8—"Charlie McCarthy" and Edgar Bergen. N9—Donald Dickson, Metropolitan Opera baritone. N10—Peter Van Steeden, "Town Hall" maestro. N11—Margaret Speaks, prima donna.



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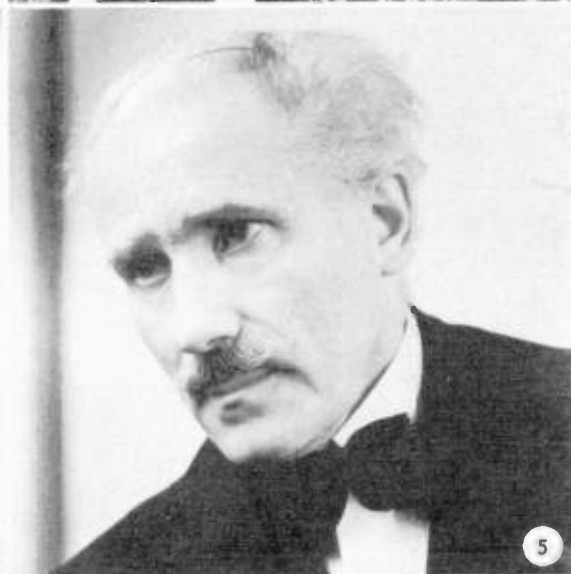
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## Over WTIC

N12—Marek Weber, Viennese conductor. N13—"Schlepperman" Sam Hearn, dialectician. N14—"Portland", Fred Allen's frau. N15—"Mr. and Mrs."—Ozzie Nelson and Harriet Hilliard. N16—Don Ameche, romantic master-of-ceremonies. N17—Dorothy Thompson, famous journalist. N18—Fannie "Baby Snooks" Brice. N19—"The Merry Macs", harmony family. N20—Tommy Riggs and the shadow "Betty Lou". N21—South American sensation Carmen Miranda. N22—Jim Ameche and Betty Lou Gerson, on Hollywood Playhouse.



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# NBC Stars

N23—"True or False" Dr. Harry Hagen. N24—News analyst Edwin C. Hill. N25—"Colonel Lemuel Q. Stoopnagle". N26—Jack "Jello again" Benny. N27—Mary (Mrs. Jack Benny) Livingston. N28—Fred Waring with vocalists Patsy Garrett, Jane Wilson, Honey Perron and Donna Lee. N29—"Vox Poppers" Parks Johnson and Wally Butterworth. N30—Announcer Charles O'Connor and "Johnnie Call-For-Phillip-Morris". N31—Benny Goodman, singer Louise Tobin and Announcer Bert Parks. N32—Bing Crosby. N33—"Bazooka Bob" Burns.



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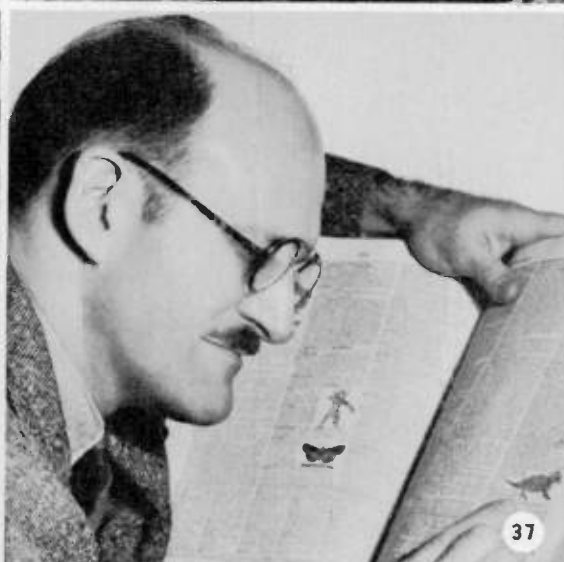
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## Over WTIC

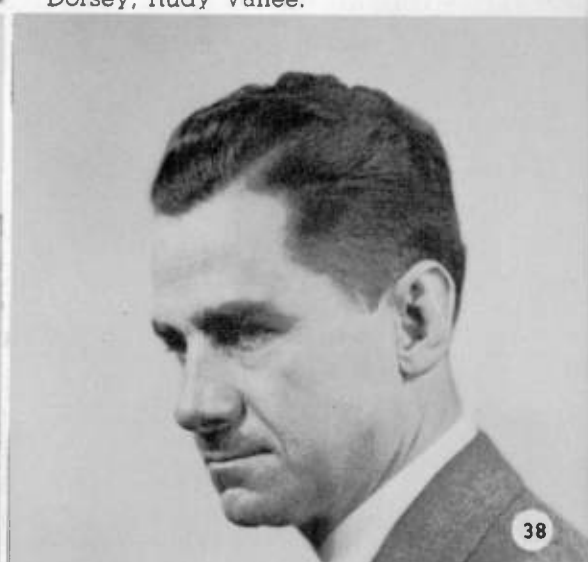
N34—Arch Oboler who scared people with his "Lights Out" shows. N35—"One Man's Family" dramatic story. N36—Alex Templeton, whimsical blind pianist. N37—Paul Wing, The Spelling Master. N38—Lowell Thomas, famed newscaster. N39—Al "hope-ah-hope-ah-hope" Pierce. N40—Father Gillis, director of "The Catholic Hour". N41—Horace Heidt leads the "Musical Knights". N42—Kay Kyser, Dean, "College of Musical Knowledge". N43—Virginia Simms, Coed in Kyser's "Musical Klass". N44—Seven Men of Melody. Top, left to right: Tommy Dorsey, Ernie Holtz, Abe Lyman. Bottom, Larry Clinton, Johnnie Messner, Jimmy Dorsey, Rudy Vallee.



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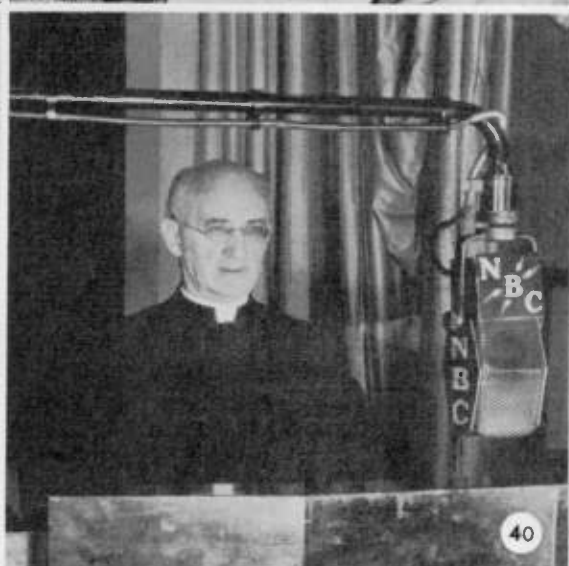
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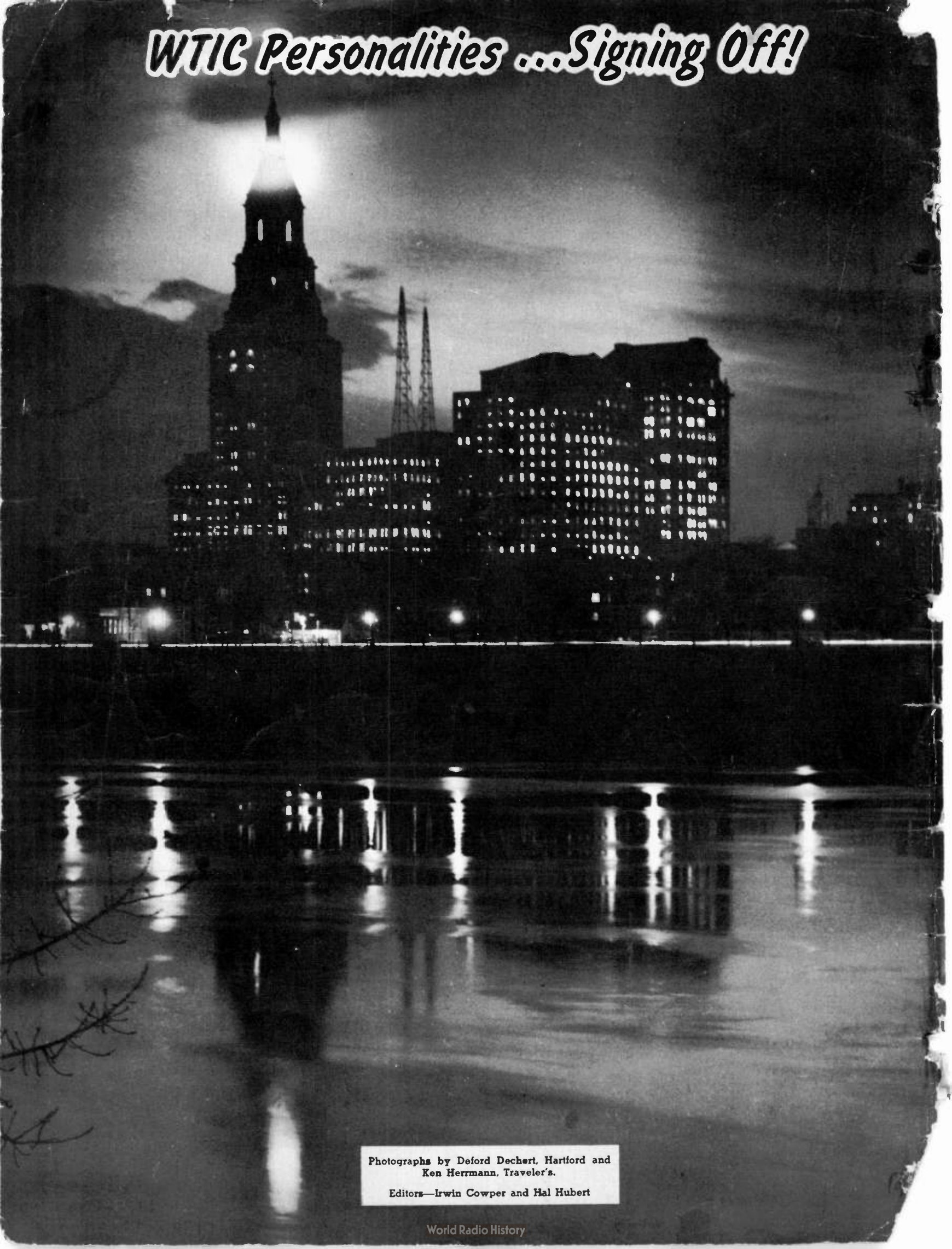
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# *WTIC Personalities ...Signing Off!*



Photographs by Deford Dechert, Hartford and  
Ken Herrmann, Traveler's.

Editors—Irwin Cowper and Hal Hubert