

WCIA, Channel 3 Program Schedule for the week of April 30-May 6, 1954

TV Guide

note: TV Guide in that era began it's listings on Friday through the following Thursday. In later years schedules would run from Saturday-Friday.

Monday-Friday sign-on to 6pm

7:00 am **Morning Show**-(CBS),Walter Cronkite and Charles Collingwood
 9:00 am TEST PATTERN
 10:00 am Film **2**
 10:30 am **Strike it Rich**(CBS)game
 11:00 am Film
 11:30 am **Search for Tomorrow**(CBS)
 11:45 am Film
 12:30 pm *Rural Report*
 12:45 pm *U of I program*
 1:00 pm Film
 1:30 pm **Linkletter's House Party** (CBS)-variety, game
 Tue, 1:45 pm Film
 2:00 pm **The Big Payoff** (CBS)-game
 Fri, Tue 2:30 pm Film **1**
 Mon, 2:30 pm **Bob Crosby Show**
 Wed, Thur 2:30 pm **Bob Crosby Show**
 Wed, Thur 2:45 pm **Garry Moore Show**
 3:00 pm **Welcome Travelers** (CBS) -travel
 3:30 pm **On Your Account** (NBC) -game
 4:00 pm *Happy Home-DiAnne Thomas*
 4:30 pm *U of I program*
 4:45 pm *Western Theater-Sheriff Sid*
 5:45 pm *Cartoon Time-Scotty Craig*

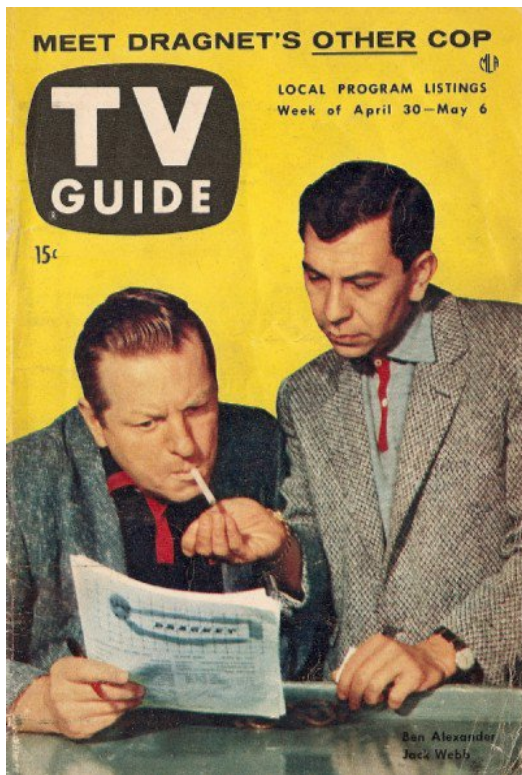
Saturday, May 1, 1954

9:30 am to be announced
 10:00 am **Rod Brown of the Rocket Rangers** (CBS) kids-sci fi
 11:00 am **Big Top** (CBS) kids circus
 12:00 pm **Smilin' Ed's Gang**-syn kids **4**
 12:30 pm Film
 12:45 pm **Baseball Warm-Up** (CBS) **3**
 1:00 pm **Baseball** (CBS) Baltimore Orioles vs Philadelphia Athletics. Game called by Dizzy Dean and Buddy Blattner
 4:15 pm **Kentucky Derby** (CBS) called by Fred Capossela and Mel Allen
 4:30 pm Western Theater
 6:00 pm Range Rider- syn, western
 6:30 pm **Ethyl and Albert** (NBC) sit com
 7:00 pm **Jackie Gleason Show** (CBS) variety, comedy
 8:00 pm **Two for the Money** (CBS) game
 8:30 pm Cases of Eddie Drake- syn, crime drama
 9:00 pm **That's My Boy** (CBS) sit com
 9:30 pm **Your Hit Parade** (NBC) music variety
 10:00 pm Wrestling from St. Louis-syn
 11:00 pm Film Commercial

Sunday, May 2, 1954

11:30 am **Faith for Today** (CBS) religion anthology
 12:00 pm-2:30 pm no listings
 2:30 pm Film
 3:00 pm **Man of the Week** (CBS) public affairs interview
 3:30 pm **Youth Takes a Stand** (CBS) public affairs interview conducted by young people
 4:00 pm **Adventure** (CBS) educational series with the American Museum of Natural History, hosted by Mike Wallace, later by Charles Collingwood
 5:00 pm **American Week** (CBS) news review anchored by Eric Sevareid
 5:30 pm **You Are There** (CBS) historical recreation anthology
 6:00 pm **Life with Father** (CBS) sit com
 starring Leon Ames
 6:30 pm **Jack Benny Show** (CBS) sit com, variety
 7:00 pm **Toast of the Town** (CBS) variety with Ed Sullivan
 8:00 pm **G. E. Theater** (CBS) dramatic anthology
 8:30 pm **Dollar A Second** (CBS) game
 9:00 pm **Loretta Young Show** (NBC) dramatic anthology hosted by Loretta Young
 9:30 pm **What's My Line** (CBS) panel quiz
 10:00 pm **Paul Winchell Show** (NBC) comedy seen via kinescope/film
 10:30 pm *News Final-Fred Sorensen*
 10:35 pm *Weather Vane-Mr. Roberts*
 10:45 pm *Evensong-religion*

<p>Friday, April 30, 1954 6pm-sign-off</p> <p>6:00 pm to be announced 6:15 pm Captain Video (DuMont) kinescope of earlier live broadcast 6:30 pm <i>Newsreel-Fred Sorensen</i> 6:45 pm <i>Jack Prowell Sports</i> 7:00 pm Amos n' Andy- syn, off CBS network syndication 7:30 pm Topper (CBS) sit com, starring Leo G. Carroll, Robert Sterling, Anne Jeffreys 8:00 pm Life Begins at 80 (DuMont) panel show with octogenarians 8:30 pm Original Amateur Hour (NBC) talent show hosted by Ted Mack 9:00 pm My Friend Irma (CBS) sit com starring Marie Wilson, Cathy Lewis 9:30 pm Pepsi Playhouse (ABC) dramatic anthology hosted by Anita Colby, kinescope/film 5 10:00 pm <i>News Final-Fred Sorensen</i> 10:05 pm <i>Weather Vane-Mr. Roberts</i> 10:15 pm Midwest Marquee- local origination movie "Gigolette" starring Gilbert Roland</p>	<p>Monday, May 3, 1954</p> <p>6:00 pm Gene Autry-syn, western starring Gene Autry 6:30 pm <i>Newsreel-Fred Sorensen</i> 6:45 pm <i>Jack Prowell Sports</i> 7:00 pm to be announced 6 7:30 pm Place the Face (CBS) game 8:00 pm no listing 7 8:30 pm Red Buttons Show (CBS) variety, comedy 9:00 pm Playhouse of the Stars-syn, off network 8 10:00 pm no listings for the rest of the evening from WCIA 9</p>	<p>Tuesday, May 4, 1954</p> <p>6:00 pm to be announced 6:15 pm Captain Video (DuMont) kinescope of earlier live broadcast 6:30 pm <i>Newsreel-Fred Sorensen</i> 6:45 pm Jo Stafford Show (CBS) musical variety 7:00 pm The Range Rider-syn, western starring Jock Mahoney 7:30 pm Red Skelton (CBS) variety, comedy starring Red Skelton 8:00 pm Meet Millie (CBS) sit com starring Elena Verdugo 8:30 pm Colgate Comedy Hour (NBC) comedy, variety, seen via kinescope from an earlier NBC live broadcast 9:30 pm Wrestling-unknown source 10:00 pm <i>News Final-Fred Sorensen</i> 10:05 pm <i>Weather Vane-Mr. Roberts</i> 10:10 pm <i>Sports Report-Fred Sorensen</i> 10:15 pm Life With Elizabeth-syn, sit com starring Betty White 10:45 pm to be announced</p>
<p>Wednesday, May 5, 1954</p> <p>6:00 pm Wild Bill Hickok syn, western starring Guy Madison, Andy Divine 6:30 pm <i>Newsreel-Fred Sorensen</i> 6:45 pm <i>Jack Prowell Sports</i> 7:00 pm Arthur Godfrey and His Friends (CBS) variety, music starring Arthur Godfrey 8:00 pm Strike it Rich (CBS) game 8:30 pm I've Got a Secret (CBS) panel quiz 9:00 pm Blue Ribbon Bouts (CBS) boxing sponsored by Pabst Blue Ribbon Beer and called by Jack Drees 10:00 pm <i>News Final-Fred Sorensen</i> 10:05 pm <i>Weather Vane-Mr. Roberts</i> 10:15 pm Rasslin' with Russ-unknown source/format 10:30 pm Film commercial</p>	<p>Thursday, May 6, 1954</p> <p>6:00 pm Film 6:15 pm Captain Video (DuMont) kinescope of earlier live broadcast 6:30 pm <i>Newsreel-Fred Sorensen</i> 6:45 pm Yesterdays Newsreel-syn recent theater newsreel footage 7:00 pm Foote Notes-unknown format/source with Dick Cisne and Bruce Foote and family 7:30 pm I Led Three Lives-syn, intrigue drama, starring Richard Carlson 8:00 pm Dragnet (NBC) crime drama, starring Jack Webb 8:30 pm Ford Theater (NBC) dramatic anthology, this episode starred Howard Duff and Ida Lupino in "A Season to Love."</p>	<p>9:00 pm Biff Baker, USA-syn, off CBS network, espionage drama, starring Alan Hale Jr. 9:30 pm Files of Jeffrey Jones-syn, crime drama starring Don Haggerty 10:00 pm <i>News Final-Fred Sorensen</i> 10:05 pm <i>Weather Vane-Mr. Roberts</i> 10:15 pm no listing 10:30 pm Douglas-Dirkson Report-syn political public affairs hosted by Illinois two senators</p>



Program titles in bold print are network origination
 Program titles in *italic* are local in origination, all or in part from the WCIA studios with local talent listed.

Local newscasts fell into the 6:30-6:45pm slot, this was the time slot of the CBS network newscast, not carried by WCIA.

1 listings are as indicated but are probably wrong. Bob Crosby Show was on network as being Mon-Fri, Garry Moore Show days were probably Mon-Fri as well, but I can't confirm that

2 the subject of the many listings for "Film" can not be determined. It may have been a theatrically produced travel log which were common, or a syndicated drama series re-purposed as a "filler"

3 baseball from CBS was sponsored by Falstaff Beer and syndicated to other stations which might not have been CBS in different markets. At that time Springfield and Decatur were considered "different" markets so the same broadcast was aired by WTVP-Decatur and WICS-Springfield. It's possible that broadcast was distributed on the other network feeds having been purchased by the sponsor

4 "Smilin' Ed's Gang" was syndicated, but more of an info-mercial for Buster Brown Shoes for kids

5 "Pepsi-Cola Playhouse" aired on WCIA, in spite of it being an ABC show. This arrangement was probably made by the purchase of the broadcast time by the ad agency representing Pepsi-Cola to achieve a much broader audience

6 "Burns and Allen" was actually on CBS at this time period. In spite of

a "to be announced" listing, it was probably filled by "Burns and Allen."

7 "I Love Lucy" was actually on CBS at this time period. In spite of WCIA having no listing, it probably aired the Lucile Ball-Desi Arnez classic sit com

8 "Playhouse of the Stars" was the syndicated title of the "Schlitz Playhouse of Stars." Schlitz, by the way, was a brand of beer

9 no further programming was listed on behalf of WCIA for the rest of the evening. This obviously a TV Guide error

Since this was early in the life of WCIA, many CBS programs were not contractually set up to air yet on Channel 3. Some of the CBS programs not airing on WCIA included: Daytime Shows-"Arthur Godfrey Time," "Valiant Lady," "Love of Life," "The Guiding Light," "Brighter Day," "Garry Moore Show(the 12:30pm version)," "Robert Q. Lewis Show." Prime time shows on CBS, but not on WCIA at this time were: "Studio One," "Jane Froman," "Gene Autry(night time CBS)," "This is Show Business," "Suspense," "Danger," "See it Now," "Perry Como," "Ray Milland," "Lux Video Theater," "Big Town," "Philip Morris Playhouse," "Mama," "Schlitz Playhouse," "Our Miss Brooks," "Person to Person," "Beat the Clock," "My Favorite Husband," "Medallion Thater," "Mirror Theater," "G.E. Theater" and "The Man Behind the Badge."

(TV Guide from the Doug Quick Collection)