

WCIA, Channel 3 Program Schedule for the week of May 18-24, 1957 TV Guide ®

Monday-Friday sign-on to 6pm

7:00 am **Jimmy Dean Show** (CBS) variety
 8:00 am **Captain Kangaroo** (CBS) kids
 8:45 am **CBS News**
 9:00 am mon-thu: **Garry Moore** (CBS) variety
 fri: Film
 9:15 am fri: **Garry Moore** (CBS)
 9:30 am mon-tue: **Arthur Godfrey** (CBS)
 wed: **Variety Review** (CBS)
 thu: **My Little Margie** (CBS)
 off network 1
 fri: **Film**
 9:45 am wed: **Arthur Godfrey** (CBS)
 10:00 am thu: **Arthur Godfrey** (CBS)
 10:30 am **Strike it Rich** (CBS) game
 11:00 am **Valiant Lady** (CBS) serial
 11:15 am **Love of Life** (CBS) serial
 11:30 am **Search for Tomorrow** (CBS) serial
 11:45 am **Guiding Light** (CBS) serial
 12:00 pm **CBS News** (CBS) anchored by Walter Cronkite
 12:10 pm *News, Weather*
 12:25 pm *Date with Dianne*
 12:30 pm **As the World Turns** (CBS) serial
 1:00 pm **Our Miss Brooks** (CBS) sit com
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 1:30 pm **Art Linkletter's House Party** (CBS) variety
 2:00 pm **Big Payoff** (CBS) game
 2:30 pm **Bob Crosby Show** (CBS) musical variety
 3:00 pm **Brighter Day** (CBS) serial
 3:15 pm **Secret Storm** (CBS) serial
 3:30 pm **Edge of Night** (CBS) serial
 4:00 pm *Happy Home*
 4:30 pm *Midwest Matinee-Sheriff Sid*
 5:00 pm *Little Rascals-Captain Eddie*
 5:30 pm *Cartoon Time*
 5:45 pm **CBS News** (CBS) Douglas Edwards

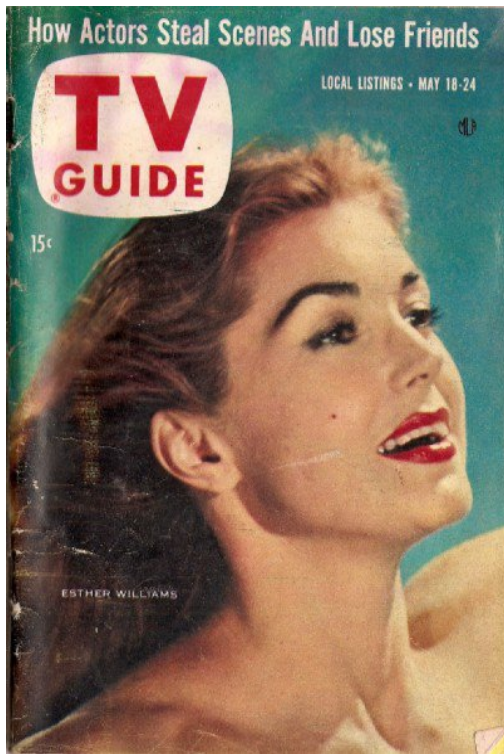
Saturday, May 18, 1957

8:25am Inspiration Time-religion, unknown source
 8:30 am **Captain Kangaroo** (CBS) kids
 9:30 am **Mighty Mouse** (CBS) kids, animated
 10:00 am **Fury** (NBC) adventure, kids
 10:30 am Buffalo Bill Jr.- syn, kids starring Dick Jones
 11:00 am **Big Top** (CBS) kids, circus variety
 12:00 pm **Lone Ranger** (CBS) western adventure starring Clayton Moore and Jay Silverheels
 12:30 pm Junior Auction-source/format unknown
 12:45 pm **Baseball** (CBS) Detroit Tigers meet the Yankees, called by Dizzy Dean and Buddy Blattner
 4:00 pm Senator's Report-syn, political public affairs
 4:30 pm **Preakness States** (CBS) horse racing, sports
 5:00 pm Roy Rogers syn, western with Roy Rogers and Dale Evans
 5:30 pm Lassie-syn, drama with Tommy Rettig
 6:00 pm Sky King-syn, off NBC network adventure
 6:30 pm Sheriff of Cochise-syn, western starring Ronald Howard
 7:00 pm **Jackie Gleason** (CBS) variety, comedy starring Jackie Gleason
 8:00 pm **Oh" Susanna** (CBS) sit com starring Gale Storm
 8:30 pm **SRO Playhouse** (CBS) dramatic anthology
 9:00 pm **Gunsmoke** (CBS) western starring James Arness
 9:30 pm **Your Hit Parade** (NBC) musical variety
 10:00 pm Joseph Cotton-syn title of "On Trail" off NBC network drama
 10:30 pm Date with the Angels-syn sit com starring Betty White and Bill Williams
 11:00 pm Movie- "The Torch" (1950) starring Paulette Goddard
 12:30 pm *News, Weather*

Sunday, May 19, 1957

8:55 am Inspiration Time-religion, unknown source
 9:00 am **Lamp Unto My Feet** (CBS) religion
 9:30 am **Look up and Live** (CBS) religion public affairs
 10:00 am **U.N. in Action** (CBS) news discussion
 10:30 am **Camera Three** (CBS) news public affairs
 11:00 am **Let's Take a Trip** (CBS) travel log, reality show
 11:30 am **Wild Bill Hickok** (CBS) western starring Guy Madison
 12:00 pm **Heckle and Jeckle** (CBS) kids, animated
 12:30 pm *Faith for Today-syn, religion*
 1:00 pm *Let's Look at Learning-syn, educational*
 1:30 pm **Mr. Wizard** (NBC) kids, educational
 2:00 pm **See it Now** (CBS) news, documentary, seen via kinescope/film
 3:00 pm *Ray Bolger-syn, variety starring Ray Bolger, George Gobel, Jeannie Carson and Bill Haley and the Comets*
 4:00 pm *Fifth Army Presents-syn, military*
 4:30 pm **Captain Gallant** (NBC), starring Buster Crabbe, seen via film
 5:00 pm **Beat the Clock** (NBC) game-stunts, seen via kinescope
 5:30 pm **You Are There** (CBS) historic recreations, anthology educational
 6:00 pm *Soldiers of Fortune-syn, starring John Russell*
 6:30 pm **Jack Benny** (CBS) sit com-variety, starring Jack Benny
 7:00 pm **Ed Sullivan Show** (CBS) variety hosted by Ed Sullivan
 8:00 pm **General Electric Theater** (CBS) drama anthology
 8:30 pm **Alfred Hitchcock Presents** (CBS) dramatic anthology
 9:00 pm **Loretta Young Show** (NBC) drama anthology hosted by Loretta Young
 9:30 pm **What's My Line?** (CBS) panel quiz
 10:00 pm **Frontier** (NBC) western anthology, seen via film
 10:30 pm *News, Weather*
 10:50 pm *Hollywood Half Hour-syn,*

<p>Monday, May 20, 1957</p> <p>6:00 pm Superman-syn starring George Reeves</p> <p>6:30 pm <i>News, Weather</i></p> <p>6:55 pm <i>Close-up-public affairs</i></p> <p>7:00 pm Burns and Allen (CBS) sit com starring George Burns and Gracie Allen</p> <p>7:30 pm Talent Scouts (CBS) talent contest</p> <p>8:00 pm I Love Lucy (CBS) sit com, starring Lucille Ball and Desi Arnez</p> <p>8:30 pm December Bride (CBS) sit com starring Spring Bryington, Harry Morgan</p> <p>9:00 pm Schlitz Playhouse (CBS) dramatic anthology 2</p> <p>9:30 pm Telephone Time (ABC) dramatic anthology sponsored by Bell Telephone, shown via film, 3</p> <p>10:00 pm <i>News, Weather, Sports</i></p> <p>10:15 pm Bob Cummings Show (CBS) starring Bob Cummings, Dwayne Hickman, Ann B. Davis, shown via film</p> <p>4</p> <p>10:45 pm Movie "The Ghost and Mrs. Muir" (1947) starring Gene Tierney, REX Harrison</p>	<p>Tuesday, May 21, 1957</p> <p>6:00 pm Wild Bill Hickok syn western starring Guy Madison</p> <p>6:30 pm <i>News, Weather</i></p> <p>6:55 pm <i>Close-Up-public affairs</i></p> <p>7:00 pm Groucho Marx (NBC) quiz, starring Groucho Marx, via film from NBC</p> <p>7:30 pm Dragnet (NBC) crime drama, starring Jack Webb, via film from NBC</p> <p>8:00 pm To Tell the Truth (CBS) panel quiz</p> <p>8:30 pm Red Skelton (CBS-COLOR) variety, comedy, starring Red Skelton</p> <p>9:00 pm \$64,000 Question (CBS) quiz</p> <p>9:30 pm Father Knows Best (NBC) sit com, starring Robert Young, Jane Wyatt, via film from NBC</p> <p>10:00 pm <i>News</i></p> <p>10:15 pm This is Your Life (NBC) reunion, via film from NBC</p> <p>10:45 pm Silent Service syn, dramatic anthology, documentary style</p> <p>11:15 pm Movie "The Farmers Daughter" (1947) starring Loretta Young, Joseph Cotton</p>	<p>Wednesday, May 22, 1957</p> <p>6:00 pm Brave Eagle (CBS) western drama, starring Keith Larson, via film from CBS 5</p> <p>6:30 pm <i>News</i></p> <p>6:55 pm <i>Close-Up-public affairs</i></p> <p>7:00 pm Arthur Godfrey (CBS) variety</p> <p>8:00 pm Millionaire (CBS) drama anthology</p> <p>8:30 pm I've Got a Secret (CBS) panel quiz</p> <p>9:00 pm U.S. Steel Hour (CBS) dramatic anthology</p> <p>10:00 pm <i>News</i></p> <p>10:15 pm Jim Bowie-syn, western, off ABC network syndication, starring Scott Forbes</p> <p>10:45 pm Movie "Brewster's Millions" (1945) starring Dennis O'Keefe</p>
<p>Thursday, May 23, 1957</p> <p>6:00 pm Rin Tin Tin-syn, western adventure, starring Lee Aaker</p> <p>6:30 pm <i>News</i></p> <p>6:55 pm <i>Close-Up</i></p> <p>7:00 pm I Search for Adventure-syn, adventure hosted by Jack Douglas</p> <p>7:30 pm Climax! (CBS) dramatic anthology</p> <p>8:30 pm Ernie Ford (NBC) variety</p> <p>9:00 pm State Trooper-syn-crime drama starring Rod Cameron</p> <p>9:30 pm Science Fiction Theater-syn, science fiction anthology</p> <p>10:00 pm <i>News</i></p> <p>10:15 pm Rosemary Clooney[Lux Show starring Rosemary Clooney] (NBC) variety, shown via film from NBC</p> <p>10:45 pm Jane Wyman[Fireside Theater] (NBC) dramatic anthology, shown via film from NBC</p> <p>11:15 pm Movie "Friendly Enemies" starring Charlie Ruggles</p>	<p>Friday, May 24, 1957</p> <p>6:00 pm Sgt. Preston (CBS) adventure starring Richard Simmons, shown via film from CBS 6</p> <p>6:30 pm <i>News</i></p> <p>6:55 pm <i>Close-Up</i></p> <p>7:00 pm West Point Story (CBS) adventure, starring Jack Haley Jr</p> <p>7:30 pm Adventures of Ozzie and Harriet (ABC) sit com, starring Ozzie, Harriet, David and Rick Nelson 7</p> <p>8:00 pm Mr. Adams and Eve (CBS) sit com starring Howard Duff and Ida Lupino</p> <p>8:30 pm Count of Monte Cristo-syn, adventure starring George Dolenz</p> <p>9:00 pm Line-Up (CBS) crime anthology series</p> <p>9:30 pm Men of Annapolis-syn, adventure, ZIV produced program</p> <p>10:00 pm <i>News</i></p> <p>10:30 pm Movie "Paris After Dark" (1943) starring George Sanders</p> <p>12:00 pm <i>News, Weather</i></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.*

- 1 off network syndication being distributed by CBS
- 2 "Schlitz Playhouse" aired on Friday nights throughout it's run from 1951-59. "Studio One" was airing on CBS at this time, but WCIA ran a film version of "Schlitz Playhouse" at this time period.
- 3 "Telephone Time" being an ABC show was also shown on WCIA, while on WTVP at the same time. WTVP would show it at the time it came across the ABC network, Thursday 9pm, but shown delayed on the following Monday by WCIA. It also aired on other CBS affiliates at other times.
- 4 "Bob Cummings Show" was shown at this time on network film. It evidently was a scheduling adjustment which forced the delayed showing of this CBS show
- 5 "Brave Eagle" was shown on Wednesdays by CBS at 6:30pm CT, since WCIA aired news at 6:30pm, it was shown via film from CBS the following week
- 6 "Sgt Preston of the Yukon" aired on CBS Thursday evenings at 6:30pm CT, when the WCIA news was airing. WCIA would reschedule the show using a film of the show which included the original commercials.
- 7 "The Advetures of Ozzie and Harriet" was show on ABC, but contractual arrangements allowed the ad agencies representing the

sponsors to utilize whatever station they chose. In this case it was WCIA because of it's coverage area across mid Illinois.

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 that week included: "The Buccaneers," "\$64,000 Challenge," "Robin Hood," "Studio One," "Name That Tune," "Phil Silvers Show," "Private Secretary," "Spike Jones Show," "Playhouse 90" and "Zane Grey Theater." Other shows were not seen in the original CBS time slots and instead aired at later times. Since video tape was not utilized yet by local stations to delay network programs, an arrangement had to be made with the network to ship a filmed copy of the show, complete with commercials to WCIA (and other local stations-as needed) for broadcast later. Note, it's many of these films which were kept by the stations which have ended up being on VHS and later DVD collections of nostalgic programming or on You Tube.

(TV Guide from the Doug Quick Collection)