

PROGRAM SCHEDULE

OCTOBER

1955



ADULTS ONLY, WNBQ's new musical-variety program (Monday through Friday, 5:35—6:25 p.m.) offers the best in instrumental and vocal music, interspersed with five minute interludes of Sports, Weather, and News. It's an excellent vehicle to spread sales messages to huge audiences of dinner-time listeners and viewers. See your WNBQ or NBC Spot salesman today for complete details.

REPRESENTED
BY
NBC SPOT SALES

WNBQ

CHANNEL 5



NBC

television in Chicago

DST	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:45	Town and Farm LS (*) (x)	Town and Farm LS (*) (x)	Town and Farm LS (*) (x)	Town and Farm LS (*) (x)	Town and Farm LS (*) (x)		
7:00	Today NC	Today NC	Today NC	Today NC	Today NC		
7:06	Today NC (*) Martin Oil	Today NC (*) Martin Oil	Today NC (*) Martin Oil	Today NC (*) Martin Oil	Today NC (*) Martin Oil		
7:12	Today NC	Today NC	Today NC	Today NC	Today NC		
7:18	Today NC (*) (x)	Today NC (*) (x)	Today NC (*) (x)	Today NC (*) (x)	Today NC (*) (x)		
7:25	News—Len O'Connor Olson Rug LC Miles (x)	News—Len O'Connor Robert Hall LC MILES (x)	News—Len O'Connor Robert Hall LC Miles (x)	News—Len O'Connor Robert Hall LC MILES (x)	News—Len O'Connor Robert Hall LC Miles (x)		
7:30	Today NC	Today NC	Today NC	Today NC	Today NC		
7:36	Today NC PLAUGH (x)	Today NC PLAUGH Fresh	Today NC PLAUGH (x)	Today NC PLAUGH (x)	Today NC PLAUGH (x)		
7:42	Today NC	Today NC	Today NC	Today NC	Today NC		
7:48	Today NC DONNELLY (x)	Today NC DONNELLY (x)	Today NC DONNELLY (x)	Today NC DONNELLY (x)	Today NC DONNELLY (x)		
7:55	News—Len O'Connor Robert Hall LC COTY Sun-T	News—Len O'Connor Robert Hall LC COTY Sun-T	News—Len O'Connor Florida Citrus LC NAT'L TEA Sun-T	News—Len O'Connor Florida Citrus LC NAT'L TEA Sun-T	News—Len O'Connor Florida Citrus LC COTY Sun-T		
8:00	Today NC	Today NC	Today NC	Today NC	Today NC		
8:06	Today NC (*) Fresh	Today NC (*) (x)	Today NC (*) (x)	Today NC (*) (x)	Today NC (*) (x)		
8:12	Today NC	Today NC	Today NC	Today NC	Today NC		
8:18	Today NC HILL (x)	Today NC HILL (x)	Today NC HILL Fresh	Today NC HILL Fresh	Today NC HILL Fresh		
8:25	News—Len O'Connor Kresge LC (*) (x)	News—Len O'Connor Kresge LC (*) (x)	News—Len O'Connor Kresge LC (*) (x)	News—Len O'Connor Kresge LC (*) (x)	News—Len O'Connor Kresge LC (*) (x)		
8:30	Today NC	Today NC	Today NC	Today NC	Today NC		
8:35	Today NC (*) (x)	Today NC (*) (x)	Today NC (*) (x)	Today NC (*) (x)	Today NC (*) (x)		
8:42	Today NC	Today NC	Today NC	Today NC	Today NC		
8:48	Today NC NAT'L TEA Switzer	Today NC NAT'L TEA Switzer	Today NC NAT'L TEA Switzer	Today NC NAT'L TEA Switzer	Today NC NAT'L TEA Switzer		
8:55	News—Len O'Connor Miles LC (*) Jays	News—Len O'Connor Coca Cola LC (*) Jays	News—Len O'Connor Miles LC WEBB Jays	News—Len O'Connor Kleenex LC WEBB Jays	News—Len O'Connor Miles LC WEBB Jays		
9:00	Ding Dong School NS	Ding Dong School NS	Ding Dong School NS	Ding Dong School NS	Ding Dong School NS		
9:15	Gerber NC NAT'L TEA CCC	Johnson & Johnson NS NAT'L TEA CCC	Johnson & Johnson NC NAT'L TEA CCC	Miles Lab. NC NAT'L TEA CCC	General Mills NC NAT'L TEA CCC	Sweets Co. NC (*) (x)	Sunday Funnies LS (*) (x)
9:30	Search for Beauty NC	Search for Beauty NC	Search for Beauty NC	Search for Beauty NC	Search for Beauty NC	Winchell-Mahoney NS	Bible Time LS (*) (x)
9:45	Chas. Antell NC (*) RCA	Chas. Antell NC (*) RCA	Chas. Antell NC (*) RCA	Chas. Antell NC (*) RCA	Chas. Antell NC (*) RCA	COCA COLA NS (*) (x)	The Pulpit LS (*) (x)
10:00	Home NC COCA COLA Fresh	Home NC COCA COLA Fresh	Home NC COCA COLA Cul'gn	Home NC OLSON Cul'gn	Home NC MILES Cul'gn	Fury 10/15 Commando Cody	Christopher Films
10:15	Home NC (*) Jewel	Home NC (*) Jewel	Home NC (*) Jewel	Home NC (*) Jewel	Home NC (*) Jewel	Gen. Foods NC (*) (x)	LS (*) (x)
10:30	Home NC (*) Leader	Home NC (*) Leader	Home NC (*) Leader	Home NC (*) Leader	Home NC (*) Leader	Mr. Wizard NS	Live and Learn LS (*) (x)
10:45	Home NC (*) Culligan	Home NC (*) Culligan	Home NC (*) (x)	Home NC (*) (x)	Home NC (*) (x)		
11:00	Tenn. Ernie P & G NC COCA COLA (x)	Tenn. Ernie P & G NC COCA COLA (x)	Tenn. Ernie P & G NC COCA COLA Fresh	Tenn. Ernie P & G NC COCA COLA Fresh	Tenn. Ernie P & G NC COCA COLA (x)		Capt. Hartz and His Pets
11:15	Tenn. Ernie NS (*) (x)	Tenn. Ernie Std. Brands NC (*) (x)	Tenn. Ernie Alt. Wks. Dromedary NC (*) (x)	Tenn. Ernie Miles NC KRAFT (x)	Tenn. Ernie Std. Brands (alt.) NC Fresh	Feature film	Hartz Mt. Co. NC (*) (x)
11:30	Feather Your Nest Colgate (alt.Mon.) NC KRAFT (x)	Feather Your Nest Colgate NC TILTON HOMES	Feather Your Nest NS TILTON HOMES	Feather Your Nest NC TILTON HOMES	Feather Your Nest NC KRAFT (x)		Industry on Parade LS (*) (x)
11:45	Feather Your Nest NS (*) Jays	Feather Your Nest NS KRAFT Jays	Feather Your Nest NS KRAFT Jays	Feather Your Nest NS COCA COLA Jays	Feather Your Nest NS COCA COLA Jays	Cole-Finder LC	Cowboy G-Men Cadillac Htng. LC COCA COLA (x)

LEGEND

LC-Local Commercial
 LS-Local Sustaining
 NC-Network Commercial
 NS-Network Sustaining

All capital listings in station break periods indicates 20-second announcement. Other 10-second.

P-Participation
 NP-Network Participation
 EFF-Effective Date
 LP-Last Program
 DB-Delayed Broadcast
 NA-Not Available

(*) 20-second announcement available
 (x) 10-second announcement available

Because of last-minute program changes, the complete accuracy of this schedule cannot be guaranteed.

DST	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
12:00	Noontime Comics Jewel Food Stores LC (*)(x)	Noontime Comics Jewel Food Stores LC (*)(x)	Noontime Comics Jewel Food Stores LC (*)(x)	Noontime Comics Jewel Food Stores LC (*)(x)	Noontime Comics Jewel Food Stores LC (*)(x)	Feature Film Cole-Finder LC	High Noon Theatre
	Cartoonland LS (*)(x)	Cartoonland LS (*)(x)	Cartoonland LS (*)(x)	Cartoonland LS (*)(x)	Cartoonland LS (*)(x)		
12:30						Feature Film Oct. 8 and 22, Thrift-House LC (*)(x)	Ave. Packard Sales LC (*)(x)
12:45							
1:00	Bob & Kay with Eddie Doucette	Bob & Kay with Eddie Doucette	Bob & Kay with Eddie Doucette	Bob & Kay with Eddie Doucette	Bob & Kay with Eddie Doucette	Press Box Preview Household Finance LC (15 min. prior to game)	1:00 How Does Your Garden Grew P (*)(x)
1:30						Gen. Dynamics Youth Wants To Know NS (*)(x)	1:30 Gen. Dynamics Youth Wants To Know NS (*)(x)
2:00	Ted Mack Matinee NS (*)(x)	Ted Mack Matinee NS PLAUGH (x)	Ted Mack Matinee NS (*)(x)	Ted Mack Matinee NS NAT'L TEA (x)	Ted Mack Matinee NS NAT'L TEA (x)	FOOTBALL NC DR. Benjamin Spock	DR. Benjamin Spock NC (*)(x)
2:15	Ted Mack Matinee NS (*)(x)	Ted Mack Matinee NS Johnson & Johnson (x)	Ted Mack Matinee NS (*)(x)	Ted Mack Matinee NS (*)(x)	Ted Mack Matinee NS NAT'L TEA (x)	Gen. Cigar, Shick, Avco, House'd Finance	Alt. Wks. Beechnut NC (*)(x)
2:30	It Pays to Be Married NS CHEZ (x)	It Pays to Be Married NS CHEZ (x)	It Pays to Be Married NS CHEZ (x)	It Pays to Be Married NS COCA COLA (x)	It Pays to Be Married NS CHEZ (x)		
2:45	It Pays to Be Married P & G NC (*)(x)	It Pays to Be Married P & G NC (*)(x)	It Pays to Be Married P & G NC (*)(x)	It Pays to Be Married P & G NC NAT'L TEA P. Gas (x)	It Pays to Be Married P & G NC NAT'L T. (x)	Zoo Parade NS WATERMAN (x)	NS WATERMAN (x)
3:00	Way of the World Borden Co. NC (*)(x)	Way of the World NS (*)(x)	Way of the World Borden Co. NC (*)(x)	Way of the World NS CHEZ (x)	Way of the World Borden Co. NC (*)(x)		
3:15	First Love Andrew Jergens NC BAYOR (x)	First Love NS COTY (x)	First Love Andrew Jergens NC KLEENEX Fresh	First Love NS (*)(x)	First Love Andrew Jergens alt. Fri NC (x)	Oct. 1, 3:45 PM Ohio vs Stanford NC (*)(x)	Wide Wide World Gen. Motors NC (*)(x)
3:30	World of Mr. Sweeney NS NAT'L TEA (x)	World of Mr. Sweeney NS Johnson & Johnson (x)	World of Mr. Sweeney NS Dromedary (altwks) NC CITRUS (x)	World of Mr. Sweeney NS Miles (x)	World of Mr. Sweeney NS NAT'L TEA (x)		
3:45	Modern Romances Colgate (alt.Mon.) NC (*)(x)	Modern Romances Colgate NC (*)(x)	Modern Romances NS (*)(x)	Modern Romances NS (*)(x)	Modern Romances Colgate NC (*)(x)	Oct. 15, 1:45 PM N.D. vs Mich. State NC (*)(x)	1976 Oct. 9 NC Am. Petrol Inst. 10/16 & 30 Wide Wide World Gen. Motors NC WEBB (x)
4:00							
4:15	Pinky Lee Show NP (*)(x)	Pinky Lee Show NP (*)(x)	Pinky Lee Show NP COCA COLA (x)	Pinky Lee Show NP (*)(x)	Pinky Lee Show NP COCA COLA (x)	Following Game: SCOREBOARD Dow Chemical (15 Minutes) NC (*)(x)	1976 Oct. 9 NC Am. Petrol. Inst. 10/16 & 30 Wide Wide World Gen. Motors NC (*)(x)
4:30							
4:45	Howdy Doody NS (*)(x)	Howdy Doody NS Colgate NC A & P (*)(x)	Howdy Doody NS Cont. Baking NC WEBB A & P (*)(x)	Howdy Doody NS WEBB A & P (*)(x)	Howdy Doody NS Atlantis Std. Brands NC WEBB A & P (*)(x)	Following Football Scoreboard: H. J. Heinz NC WEBB (x)	Captain Gallant H. J. Heinz NC WEBB (x)
5:00							
5:15	Elmer the Elephant P (*)(x)	Elmer the Elephant P (*)(x)	Elmer the Elephant P (*)(x)	Elmer the Elephant P (*)(x)	Elmer the Elephant P (*)(x)	Big 5 Roundup NC COCA COLA (x)	Meet the Press Johns Manville Alt. W. Pan American NC COCA COLA (x)
5:35	Adults Only LP (*)(x)	Adults Only LP (*)(x)	Adults Only LP (*)(x)	Adults Only LP (*)(x)	Adults Only LP (*)(x)		
5:45	Joe Wilson—Sports LS WATERMAN (x)	Joe Wilson—Sports LS WATERMAN (x)	Joe Wilson—Sports LS WATERMAN (x)	Joe Wilson—Sports LS WATERMAN (x)	Joe Wilson—Sports LS WATERMAN (x)	Roy Rogers Show NC MOTOROLA (x)	NC MOTOROLA (x)
5:50	Adults Only LP (*)(x)	Adults Only LP COTY Sun-T (*)(x)	Adults Only LP (*)(x)	Adults Only LP (*)(x)	Adults Only LP COTY Sun-T (*)(x)		

DST	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00	Weatherman Bell Savings LC COCA COLA Lanvin	Weatherman Canada-Dry LC COCA COLA Lanvin	Weatherman Bell Savings LC (*) Lanvin	Weatherman Canada-Dry LC RCA Lanvin	Weatherman Bell Savings LC CHEZ Lanvin		
6:05	News—J. Angell Plymouth LC (*) (x)	News—J. Angell Plymouth LC (*) (x)	News—J. Angell Plymouth LC (*) (x)	News—J. Angell Plymouth LC (*) (x)	News—J. Angell Plymouth LC (*) (x)		
6:10							
6:15	Adults Only LP	Adults Only LP	Adults Only LP	Adults Only LP	Adults Only LP	Life of Riley	It's a Great Life
6:20	(*) (x)	(*) (x)	(*) (x)	(*) (x)	(*) (x)		
6:25	Les Paul Mary Ford Lambert Pharm. LC WEBB (x)	Les Paul Mary Ford Lambert Pharm. LC WEBB (x)	Les Paul Mary Ford Lambert Pharm. LC MAX FACTOR Max	Les Paul Mary Ford Lambert Pharm. LC COCA COLA Phillips	Les Paul Mary Ford Lambert Pharm. LC (*) Max	Top-Pop Products (alt) Willamson Candy LC (*) (x)	Chrysler Corp. NC COCA COLA Jays
6:30	Tony Martin Webcor Alt. Wks. Assc. Prod. NC SIMMONS RCA	Dinah Shore Chevrolet NC SIMMONS RCA	Coke Time Coca Cola NC (*) RCA	Dinah Shore Chevrolet NC COTY RCA	Coke Time Coca Cola NC PHILLIPS RCA		Frontier
6:45	News Caravan R. J. Reynolds NC MILES New-Era	News Caravan R. J. Reynolds NC PEO. GAS Max	News Caravan Plymouth NC (*) Max	News Caravan R. J. Reynolds NC MILES M & C	News Caravan Plymouth NC (*) Max	Speidel (alt.) Plymurex NC FRESH Florida	Color Spread Oct. 9 NC MANOR Sealy
7:00	Caesar's Hour H. Curtis, RCA Am. Chicle, Rem. Rand Showcase, Oct. 17 Ford & RCA NC MRS. PAUL L&M	Chevy Show 10/4, 25, Chevrolet NC Milton Berle 10/18 Martha Raye 10/11 Whirlpool, RCA Sunbeam NC ILL. BELL Max	Screen Directors Playhouse Eastman Kodak NC COTY New-Era	YOU BET YOUR LIFE Desoto Mtr. Corp. NC HEILEMAN L&M	Truth or Consequences P. Lorillard NC BABO Ludens	Perry Como Dormeyer, Noxema Armour Int. Cell., Gold Seal NC L&M Babo	Colgate Variety Hr. Colgate NC
7:30	Caesar's Hour H. Curtis, RCA Am. Chicle, Rem. Rand Showcase Oct. 17, Ford & RCA NC REYNOLDS Anacin	Chevy Show 10/4, 25, Chevrolet NC Milton Berle 10/18 Martha Raye 10/11 Whirlpool, RCA Sunbeam NC BULOVA Salada	Father Knows Best Scott Paper Co. NC MILES L&M	Peoples Choice Borden Co. NC BULOVA Martin	Walt's Workshop Hines Lumber LC COTY Max	Perry Como Dormeyer, Noxema Int. Cell., Gold Seal NC Armour NC BULOVA ComSol	Color Spread Sept. 11 NC BULOVA Anacin
8:00	The Medie GE—Alt. Wks. Dow Chemical Showcase, Oct. 17 Ford & RCA NC P. GAS Maxwell	Fireside Theatre P & G NC P. Morse Anacin	Kraft Theater	Dragnet Liggett Myers NC MILES Sealy	Big Story Amer. Tobacco Co. Alternate Weeks Simoniz Co. NC COM-SOL Florida	People Are Funny Toni (alt.wks) Papermate NC Max Liebman Oct. 1 Oldsmobile NC COCA COLA B&W	TV Playhouse
8:30	Robert Montgomery Presents S. C. Johnson & Son, Inc. Alternate Weeks Shick NC P. MORRIS Salada	Circle Theatre—Oct. 11 alternates with Playwright Hour 10/4, 18, 25 Armstrong Cork Pontiac NC (*) Anacin	Kraft Foods NC C. EDISON Edell.	Ford Theater Ford Motor Co. NC VICEROY Edell.	Star Stage Cambell Soup alt. Cheseb'gh—Pounds NC VICEROY Max	Durante & O'Connor Texaco Max Liebman Oct. 1, Oldsmobile NC LIBBY Sealy George Goble	Alcoa Alternate Weeks Goodyear NC SINCLAIR B&W
9:00	Eddie Cantor Comedy Theatre Drewry's, Ltd. LC I. BELL L&M	Big Town Lever Bros. Alt. Wks. A.C. Spark Plugs NC SINCLAIR B&W	This is Your Life P & G alt wks. Hazel Bishop, Inc. NC VICEROY Anacin	Lux Video Theater	Cavalcade of Sports Gillette NC MAX Mariboro	Armour & Pat Max Liebman Oct. 1, Oldsmobile NC MANOR Donly	Loretta Young Procter & Gamble NC MILES Sun-T
9:30	Eddie Cantor Comedy Theatre	Big Town Lever Bros. Alt. Wks. A.C. Spark Plugs NC	Midwestern Hayride Whitehall Pharm. Co.	Lever Bros. Co. NC VICEROY Anacin	Red Barber's Corner	Your Hit Parade	Justice
9:45	Drewry's, Ltd. LC I. BELL L&M	A.C. Spark Plugs NC SINCLAIR B&W	(alt. wks.) NC (*) L&M	VICEROY Anacin	State Farm Ins. NC BAYOR Max	Hudnut Co. American Tobacco NC GLEEM Maxwell	Am. Tobacco NC OLDS Max.
10:00	Weatherman Dial Soap LC NAT'L B B&W	Weatherman Armour Co. LC GRIFFIN Max.	Weatherman Santa Fe LC CHESEBR'GH Vicks	Weatherman Armour Co. LC (*) B & W	Weatherman Wanzer LC CAMPBELL Sun-T	Weatherman Santa Fe R.R. LC KELLOGG Vicks	Dorsey Connors LS
10:10	Dorsey Connors J. West (alt.) E'rswt LC FRESH LaPalina	Dorsey Connors First Fed. Sav & Ln LC (*) (x)	Dorsey Connors First Fed. LC MAX LaPalina	Dorsey Connors Jewel LC COTY Max	Dorsey Connors Int. Cell. LC (*) (x)	Dorsey Connors LS (*) (x)	
10:15	News—J. Angell COCA COLA (x)	News—J. Angell COCA COLA (x)	News—J. Angell (*) (x)	News—J. Angell (*) (x)	News—J. Angell (*) (x)		
10:25	Let's Look at Sports (*) (x)	Let's Look at Sports RCA LC (*) (x)	Let's Look at Sports LS BB PEN B&W	Let's Look at Sports Coca Cola LC BB PEN (x)	Let's Look at Sports LS (*) (x)	Peter Hand Brewing Co. LC MIN. MAID New-Era	Home Fed. Sav. LC (*) Lanvin
10:30	TBA	Championship Bowling	The Falcon	Frank Leahy Show DuPont LC (*) Plough	China Smith	Science Fiction Theatre Rival Emerson Drug alt. Wks LC CAMPBELL Ploughn	Sports Star Time LS (*) (x)
10:45	MOTOROLA Grove	Gen. Cigar LC MILES Com-Sol	Estee Sleep Shop LC WEBB Un. Liq.	Patti Page Oldsmobile LC MILES Com-Sol	Del Mar Mtrs LC WEBB Plough	WATERMAN (x)	
11:00	Tonight WEBB Atlas	Tonight WEBB Un. Liq.	Tonight PLAUGH Atlas	Tonight WEBB Atlas	Tonight FRESH Un. Liq.	Bowling	11th Hour Theatre
11:30	Tonight BB PEN (x)	Tonight (*) 42 Prod.	Tonight (*) 42 Prod.	Tonight R. Hall 42 Prod.	Tonight BB PEN 42 Prod.	7 UP (alt. wks.) KOOL-VENT LC MOTOROLA (x)	
12:00	Midnight Matinee	Midnight Matinee	Midnight Matinee	Midnight Matinee	Midnight Matinee	Midnight Matinee	Chl. Furn. Mart LC Sign Off
12:30	Midnight Matinee	Midnight Matinee	Midnight Matinee	Midnight Matinee	Midnight Matinee	Midnight Matinee	Chl. Furn. Mart LC Sign Off
1:30	Ave. Packard Sales LC Sign Off	Ave. Packard Sales LC R. Hall Sign Off	Ave. Packard Sales LC R. Hall Sign Off	Ave. Packard Sales LC Sign Off	Ave. Packard Sales LC R. Hall Sign Off	Chl. Furn. Mart LC R. Hall Sign Off	Chl. Furn. Mart LC R. Hall Sign Off