National Capital Radio & Television Museum

Artifact of the Week:

TV Guide Magazine and George Gobel



When television was an exciting new medium, viewers were eager to know more about its stars. While newspapers regularly published program schedules for local stations, the new *TV Guide* offered more detailed information. The first issue of this weekly publication appeared on April 3, 1953, with editions for ten major cities (later, expanded to additional markets).

In addition to local listings of times and programs, each issue contained stories about popular TV personalities, such as this issue for December 4-10, 1954, which featured comedian George Gobel. (Do you remember: "Well, I'll be a dirty bird!" or "You can't hardly get them like that no more."?) A cover story like this gave invaluable publicity to a relatively new personality like Gobel. His "George Gobel Show" aired on NBC, and later CBS, from 1954 to 1960.

TV Guide Magazine (still published) has changed owners and formats a number of times, evolving as television has evolved. Wikipedia.org tells its story.

Our museum library has an extensive collection of *TV Guides* as well as hundreds of other periodicals. For a complete listing of our periodical collection, go to ncrtv.org, click on EXPLORE, then COLLECTIONS, then PERIODICALS.

We appreciate your support of the museum so that historical artifacts like this one, and the stories that go with them, can be preserved for future generations. THANKS!