

Broadcast-Time

By: MIKE N. KAMRAH

(w/e Sept. 10/66)

WHAT'S NEW: Having already announced CKVR's scintillating prime time program schedule for the new season, let us now report on program highlights for the other time periods: This year's sign-on is the earliest in the station's history, namely, 9:00 a.m. And what better way to start the day than with a bit of exercise provided by ED ALLEN. During the mid-morning there is a variety of programming running the gamut of school telecasts, pre-school children entertainment shows and a dramatized medico serial entitled EMERGENCY WARD 10. High noon on CKVR will once again star POPEYE & PALS, followed by the informational half hour NOONDAY REPORT. Cinema fans will be happy to learn that AFTERNOON AT THE MOVIES continues on a Monday through Friday basis with curtain call set for one p.m. Starting at 3:00 p.m. there is varied entertainment for the next three half hours. The well received interview show TAKE THIRTY is first, then comes the highly rated U.S. drama serial EDGE OF NIGHT. A brand new Canadian quiz show is scheduled for 4:00 p.m. and has the fascinating title of COMMUNICATE...Turning briefly to late night programming the fall season offers the following: Monday - HITCHCOCK; Tuesday - MAIGRET; Wednesday - THE AVENGERS. Balance of the late night schedule features a series of outstanding MOVIES.

ABOUT ANNIVERSARIES: Would you believe that on Aug. 31, 1949, a little 250-watter radio station in Barrie took its first uncertain steps along the vast electronic trail? Sure you would because it's a fact, Agent 86! It just happens that last Wednesday CKBB had a birthday - it's 17th - and to make it a family affair CKBB's baby sister station CKCB-Collingwood (circa July 1965) had a piece of the birthday cake.

ABOUT LONG DISTANCE VIEWING: We must acknowledge herein a triad of correspondence from CKVR viewers south of the border: Wayne Heinen of ORCHARD PARK, N.Y., said he watched Barrie television on the night of July 3. "Your station was coming in very well and I was able to watch the whole movie." writes Mr. Heinen...From WEST PALM BEACH, FLORIDA, comes word from Henry Drozd of "picking up CKVR" for one hour around 6:30 p.m. on July 14...The third acknowledgment is directed to Robert Astmann of KENMORE, N.Y., who was a CKVR watcher for a brief period in the early hours of July 30. Gentlemen, it was a pleasure to receive your letters.

SHOW STOPPERS: Fri. Sept. 9, 11:30 p.m. - IT STARTED WITH A KISS (Glenn Ford, Debbie Reynolds); Sat. Sept. 10, 2:00 p.m. - CFL (Hamilton @ Ottawa); Sat. Sept. 10, 11:30 p.m. - THE MAGNIFICENT SEVEN (Yul Brynner, Eli Wallach); Sun. Sept. 11, 2:00 p.m. -NFL (Cleveland @ Washington); Tues. Sept. 13, 1:00 p.m. - 3 SAILORS & A GIRL (Jane Powell, Gordon MacRae); Wed. Sept. 14, 1:00 p.m. - CAGED (Eleanor Parker, Agnes Moorehead); Thurs. Sept. 15, 6:00 p.m. - IT'S ABOUT TIME (debut); Thurs. Sept. 15, 10:30 p.m. - RAT PATROL (debut).

CKBB 950

BARRIE

CKVR TV Channel 3

CKCB 1400

COLLINGWOOD