

half although their market has not full national distribution. General Manager asked that close budget control be kept in view of such developments. Clearance Problems CB to take up with SR refusal of stations to clear time for programs such as Plouffe Family & Jack Kane Show.

3.3 French Network

3.3.1 Radio Network Que Matter discussed in Montreal & agreement reached as to possibility of implementing. Television Studying request received from private affiliates asking that Télé-journal be scheduled at 11:00 instead of 7:15 with effect that English news would no longer be carried by private affiliates. Planning to offer 6:45 period but doubt if accepted. QUE to take up with CB. CFCM-TV has offered weekly piano duet for early evening scheduling.

3.3.2 Commercial Television Following sponsors have withdrawn: Ford, Simonize, Chrysler (explaining they could not afford French TV), Gattuso, Nestlé, Sylvania & Molson (from weekly half-hour program). Following added: Wildroot, Johnson's Wax & GE. Standard Brands has exchanged half of Théâtre Populaire for another half sponsorship; Ospra half le Fil d'Ariane for half of Michelle Tisseyre; Catelli has taken 15-min. film program; Ciné-feuilleton fully sold for another 26 weeks on 6-a-week basis. Radio COM QUE indicated same situation as last year. Success Wax has dropped Jeunesse dorée & General Foods Lettre à une Canadienne, but COM trying to interest latter in another program; P&G has dropped half Quelles Nouvelles? & half C'est la vie although decision subject to confirmation.

4. Estimates 1958-1959 COMPT informed letter received July 15th from Treasury Board requiring 1958-1959 estimates to be submitted by Nov. 1st. CO said capital estimates could be prepared for Nov. & then updated each month; budgetary estimates on operations would be more difficult to establish. General Manager asked Treasury Board be contacted & explained that from experience no adequate estimating could be done until spring unless CBC knew more about its financing & asked COMPT to try to obtain delay from Treasury Board. COMPT & CO to follow up.
5. Budget Review-English Networks Radio Programs (See also Program Reductions in 3.1.1.) Certain program reductions will be made. Current rate of expenditures has been slowed down but it will not be known until later to what extent projected deficit of \$350,000 will be reduced. General Manager insisted on importance of projected cuts not producing surpluses. If additional amounts can be found in other divisions than Programs, such money should be made available to Programs. Also possibility that carefully planned program cuts could bring about savings in other departments. In addition, public relations aspect of program reductions; P&I to follow closely in conjunction with radio program planning officers. Visit of CBC Symphony to Europe CB & CO to look into size of CBC subsidy needed for trip which has been scheduled for Aug., 1958. This info needed for next Board meeting.
6. TV Budget - Vancouver Note sent by CO to VANC & awaiting reply.