

4.1.2 Commercial Radio Chez Miville COM QUE trying to interest Stirling Drugs, Lever Bros. & Carnation Milk in sponsoring each 5 one-quarter hour for 13 weeks. Television Last period available Tues. sold for 34 weeks.

4.2 English TV Network

4.2.1 General Close-Up P. McDonald indicated excellent reaction in Tor & CB saw great possibilities. Plans are to extend program to one hour on Oct. 20th only to do a special on the satellite. First Performance Seeds of Power Mixed reaction to this Hailey Play. Planning Well in hand; for example, work proceeding on 4 farm broadcast programs to be scheduled in Jan. in the expiration spots; programs will try to relate importance of farmers to country's economy; production is attempt at integration between Farm Broadcasts & Talks & Public Affairs. Christmas & New Year Programs Planning under way including official CBC greetings. Here & There First French translation completed in Vanc & sent to Mtl. My Fur Lady R. Allen in contact with group & to report to P. McDonald.

4.2.2 Commercial Television Wayne & Shuster Third segment remains unsold. Radisson First episode went on WPIX-NY on Sun. under title of Tomahawk.

4.3 English Radio Networks General Fall Schedule Schedule went into effect Oct. 1st & new programs & shifts to be expected for about 6 weeks. Reaction seems favourable to a number of morning double exposure programs & to afternoon drama & music programming. There has been some adverse reaction to move of Rawhide. E. Hallman pointed out 2 reasons for move: a) It appeared useful to leave the 7:00-7:30 period free for possible Loblaw's sponsorship of Guy Lombardo; b) the apparent larger potential audience at 5:30. Beginning Oct. 21st, Mon. & Fri. Rawhide sketches will be double exposed at 6:45-7:00 each week. National Program Meeting To be held in Tor week of Oct. 21st. Assignment This show has completed a successful year. Discussions under way for a special half-hour edition on T-Can, possibly on Sun. morning. P&I asked how Dominion affiliates would react to this plan. Commonwealth Feature Program - 1958 It appears Canada will be the subject of this BBC program & matter is under consideration by Broadcasting. Budget Study being conducted in Tor on present costing methods for radio programs with a view to finding more efficient use of funds available. Wednesday Night Operating Committee has major programming planned up to end of March. It is hoped during the national program meeting to hold a joint meeting with the advisory committee to discuss Wednesday Night for current year generally.

5. Assistance to Ghana To be brought up at later meeting.
6. Jonquière Microwave Connection ENG informed Jonquière now receiving partial network service & that railways expected to provide full time connection for Royal Visit events.

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