

sport review & Metropolitan Life program in particular being affected. CB to follow up. Budget Situation remains critical. Drama is one area which will be affected severely & also variety & light entertainment, especially in TOR. Budget meeting to be held in OTT, Aug. 28th, between CB, CO, ONT & E. Hallman. Commercial Guy Lombardo Meeting held between E. Hallman, General Manager & Advertising Manager of Loblaws who showed definite interest in 5-a-week program for mid-east sponsoring. It is felt they would be agreeable to let CBC have program on sustaining basis on other portions of network & subsequent efforts could be made to sell to compatible sponsors. Loblaws asked specifically for 7:00-7:30 period which would involve re-scheduling of Roving Reporter, Rawhide & By-line in 5:30-6:00 period. Loblaws expected to give definite answer in near future. Program would not start before Nov. at earliest. General feeling expressed in OTT it would be unwise to move Rawhide. CB to follow up. Happy Gang. Robin Hood full-time half-sponsor; other 2-3 day portion going to Carnation & negotiating to sponsor last segment. Efforts failing, this segment would have to go on sustaining basis at cost of \$750 a week, although it is possible cost could be reduced. CO noted total amount for year would be \$20,000 drawn out of a total \$82,000 for commercial replacements. Farm Broadcast Adjacencies Negotiations proceeding with McLaren's for Massey-Harris; it is planned to negotiate only a short-term contract in order not to exclude other possible sponsors. Pages from Life Moved up to 12:15.

5.3 English TV Network Commercial Showtime Still a matter of concern since feature stars not yet lined up. Shirley Harmer & Dorothy Collins definitely unavailable. Ass't ONT concerned with fact that Bob Burgess already knew of CBC negotiations with Showtime stars. All-Star NHL Game In past Imperial Oil had free rights but NHL now asking \$10,000. Ass't ONT suggested if Imperial Oil unwilling to foot CBC might try to negotiate for less than \$10,000. Also rumored Molson has purchased rights for Quebec. New Variety Program Originally scheduled 11:30-12:00, but situation seems to be tied-up with distribution: VANC has agreed to carry at time to be settled on kine basis. WPG has sponsored programming 11:15-11:45 Wednesdays & Fridays up to end Nov; OTT has film at 11:45 with sponsor participation; MTL has committed Wednesdays & Fridays to syndicated sponsored films 11:15-11:45 until next summer at least; HFX prepared to carry on kine basis at present time or live 12:30-1:00 am when connected. Advice of scheduling of news commentaries & special talk following national TV news now released, meaning that around end of Oct., WPG, OTT & MTL would have to move their present 11:15 commitments regardless of plans in connection with midnight variety show. Ass't ONT asked for MGMT guidance concerning distribution. General Manager indicated whole purpose of project would be lost if program scheduled Wednesday in TOR only since primary objective was to restore some Canadian programming on Wednesday night. CB & ONT to follow up.

6. Maritime Network Delay Costing done for reversing network for children's program block & providing kine service. Project appears feasible & agreed to go ahead. J. Dunlop in contact with NBC re line situation; all clear except for four New England stations.

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