

U.S. TV Showing Lost If Dense Fog Persists

Postponement of today's Grey Cup football game would cost the Canadian Football League its opportunity to display its national championship to a television audience of close to 40,000,000 in the United States.

CFL president Jake Gaudaur said last night it appeared most unlikely the American Broadcasting Corporation would be able to telecast the game unless the kickoff occurs before four o'clock this afternoon.

The Hamilton executive, talking with one ear tuned to the weather bureau's hourly bulletins, said other commitments make it virtually impossible for ABC to pre-empt time to show the game at any other than the scheduled time.

ABC had slated the game for a delayed telecast at four p.m., EST. The network will carry an American Football League game Sunday and has various bowl games scheduled for the balance of the month.

CTV network stations and the Canadian Broadcasting Corporation's television network have made arrangements to telecast the game on Sunday if necessary.

If the game is postponed, ABC will carry a film of the Eastern Canada final between

Hamilton and Montreal, probably the first game.

Gaudaur said this would cost the CFL considerable revenue, but "in this instance money isn't the most important thing. We would lose the chance to show the championship in the U.S. market."

The CFL had hoped to use the game, not only as a promotional vehicle in an endeavor to obtain a more lucrative U.S. TV contract in future, but also to display the CFL product to thousands of college players, potential recruits for Canadian teams.