



Lorne Greene, *Bonanza's Pa Cartwright*, played a fine *Othello* in CBC's 1953 production of Shakespeare's classic.

the following year to St. John's, Newfoundland, a distance of 7,000 kilometres, making the CBC network what was claimed to be the longest in the world.

Ownership of TV sets grew phenomenally. In 1950, there were an estimated 50,000 sets in the whole of Canada — or one in every 60 households; by 1960, there were four million sets — about one in every household. Today, Canadians own about ten million TV sets. New private and public networks soon began rivaling CBC-Radio Canada for viewers' time. CTV, a private, national network entered the scene in the late Fifties, followed by a private Montreal network, *Télé-Métropole*, in 1961. The provincial television service, *Radio-Quebec*, began broadcasting in 1972; and in 1974, Ontario's *Global Television* network went on the air.

TV's cultural impact

Garth S. Jowett, professor of communications at the University of Windsor, On-



Les Belles Histoires des pays d'en haut, starring Andrée Champagne and Jean-Pierre Masson, was the longest running French-language series in Canada (1956-1970).

tario, states: "The real story of television in Canada during its first quarter century has been one of geographic expansion and increased coverage. Programming quality has often been extremely high, but overall it has suffered from the immense cost of extending coverage to as many Canadians as possible."

The mandate of CBC-Radio Canada has been to preserve and to foster Canadian cultural developments in the arts, letters and sciences.

For French Canadians, television has been a major force in the development of cultural identity. Because of their linguistic uniqueness in a largely English-speaking continent, French Canadians were forced to create their own television



Familiar newsman Norman Depoe was with the Corporation for 30 years before retiring this year.

productions from scratch. No TV network has had to produce so much for so small an audience as did Radio Canada.

The creativity of producers, writers and actors first became apparent in the television serial, or *téléromans*. Through the *téléroman*, French Canadians witnessed their own world with characters speaking their own language. The French-language network also worked intensively in producing children's programs; of all Radio Canada's programming, the foreign television market has shown the greatest interest in the station's children's shows.

Milestones and memories

Hockey Night in Canada began in 1952 and is still running. It continues to be CBC's leading regularly scheduled series on Saturday nights.

• CBC was the first North American television network to broadcast the film of the coronation of Queen Elizabeth II in 1953, beating the U.S. stations, NBC and CBS, by four minutes. The film was delivered by RCAF Avro CF-100 at St.



Ever popular Wayne and Shuster.

Hubert, Quebec on June 2, 1953.

• The first telecast of a live football game was on August 11, 1961, when the Montreal Alouettes played the Winnipeg Blue Bombers. Winnipeg won 21-15.

• The largest viewing audience was on September 11, 1976, for the Canada-U.S.S.R. hockey game in the Canada Cup series. An estimated 11 million viewers watched Canada win 3-1 in Toronto's Maple Leaf Gardens.

• The most memorable broadcast of veteran CBC newscaster Earl Cameron was on May 3, 1965, "when we did the national television news live from the London studios of the BBC, bouncing it off the "Early Bird" satellite direct to Canadian viewers".

• Lloyd Robertson, another newscaster employed for 22 years with the CBC, now with CTV, says that Expo '67 and events in the centennial year were his most memorable recollections. "Midnight, July 1, 1967: thousands of people on Parliament Hill waving their sparklers and singing a rollicking version of *O Canada* as the Peace Tower chimes brought in a new century for our country.... Later, there was the drama of the *Apollo* moon landings...."



Known to English- and French-speaking audiences, *La Famille Plouffe* appeared on Radio Canada from 1953 to 1959.