

companies, it would seem to be in the top 15. The total staff seems to be within a thousand of both NBC and CBS. The staff figure together with the total annual expenditure figures of the Corporation may seem large to some people, especially when they think of the fame and grandeur of the operations of the big American networks. But some people forget that with its staff the CBC has to provide two network television services - its big American brothers only one each. The CBC provides 2½ national radio network services; its private counterpart in the States only one each. As you well know the tastes and demands of Canadians in broadcasting are not too easily satisfied.

At this six year point I certainly do not claim that the CBC organization is perfect. What we can say - something like the sane man who has a mental examination - is that we have a certificate. Our certificate saying the job on the whole has been pretty well done under difficult circumstances, comes from a Royal Commission which for a year sent its investigators searching through the books and organization of the Corporation.

As you know private stations have had a vital role as integral parts in the development of the Canadian system. Those granted licenses have had big opportunities, but they have also taken on big responsibilities. They have shown initiative, enterprise and drive, and they have been truly partners in the system. The co-operation, of course, has worked both ways. The CBC has been able to do its job of getting national service to the people in 40 odd areas of the country through private stations. They on the other hand have been greatly helped by having provision of network service from their start of operations; indeed establishment of a number has probably been made possible only by the national service coming to them from the day they opened. I am afraid many outsiders do not realize the closeness of the practical working co-operation between the public and private elements of the system. Indeed from reading headlines of public statements at times anyone might be well justified in thinking that the two are at each other's throats. But all the time the effective daily integration of operations is going on in the interest of serving Canadian people - and going on pretty happily, with quite a lot of give and take on both sides.

And advertisers have a big part in the system and contribute much money and programs and ideas. We like to think that you get your full money's worth. But I also hope you understand that we sharply appreciate the contribution you make and your stake in the system.