

I suggest to you that the dreams which some people had and backed in those days have so far come true in an astounding way. Look at what Canada has six years after those first stirrings. A national system made up of 46 regular stations, 8 CBC and 38 private, reaching over 87 per cent of the Canadian population. A national service going out over all these stations to the nation. Two distinct network services, one in English and one in French (the United States with its great population and enormous wealth has only three). Over 70 per cent of all Canadian families owning television sets, and from all accounts using them on an average of nearly 4 hours a day. A microwave system, which this year will link first British Columbia and next Newfoundland, and will then span a greater sector of the globe than any other in the world. An English network service that is nearly 60 per cent produced in Canada, and a French service that is over 75 per cent purely the work of Canadians. According to outside (that is non-CBC) survey figures an average total of 10,500,000 Canadians above the age of four watch national network service some time between 6 p.m. and 12 p.m. every night of the week. (What an advertising medium!)

It is a system into which Canadian advertisers put directly some \$40,000,000 last year, apart from other money they spent in connection with television. In the six years the Canadian public have spent over a \$1,000,000,000 to equip themselves to watch television. The broadcasting side probably accounts for some \$75,000,000 of economic activity a year. To meet the demands of this public, in spite of the considerable amount of imported material, the main production centres in Toronto and Montreal have had to develop until they rank among the biggest in the world; on this continent, for instance, each come after only New York and Hollywood. And Montreal is the biggest and most active French language production centre in the world.

The achievements of the system in its short and hectic life have been made possible not by any one element but by the joint efforts of three elements: the public agency, the CBC; the private stations; and you advertisers. Its unique integration, insofar as I know, exists in no other field in Canada outside broadcasting, and nowhere in the world in broadcasting to anything like the same extent.

Since 1952 to the present, for instance, the CBC has had to increase its regular staff from 1,200 to 6,300. Probably all of you have experienced some of the pains associated with an organization which has to grow quickly. But I cannot think of any large organization in Canada, apart from the war time, that has had to build itself up so rapidly. In terms of the man and woman hours of work it now appears to rank among one of the biggest 50 corporations in Canada. If it were compared with manufacturing