

of '52 and '53; or to what was on the air in the United States in '49 and '50. I think the last few years have proven that there exists in Canada lots of talent, known or potential, for performing or writing or creating or producing or expressing ideas. The development in the next 10 years can be great, if the opportunities are there.

One sign I believe will be an increasing export of Canadian programs on film or live. I do not think we have to or should rely on the opinions of others about quality. But international recognition would itself help our talent, and also provide badly needed additional financial support.

All in all we can see a picture of Canadian television in the decade ahead strengthening and intensifying its service to the Canadian people, further stimulating and enriching the lives of individuals, and also further stimulating the economic life of the nation.

But in all this there are some big ifs. Television can and will have a big and worthwhile place in the life of the nation if we as a people continue to remember the realities of our own country in relation to television. That is if we continue to remember that this is an awfully big country, that it costs a great deal of money to distribute the programs equitably to its people, to link its regions together, if we take proper account of the fact that it is a country of two languages and that Canadians of each tongue have a right to an adequate television service each in their form of expression -- and if we remember that a nation can hardly call itself a nation if in a medium like television it does not in large measure speak to itself and listen to its own people, as well as to others from the outside world; -- and if we remember the hard fact that the making of television programs by Canadians for Canadians costs lots of money.

I believe another 'if' is whether we continue to have an integrated system drawing on the strength both of public agency and support; of private station enterprise and assistance; and of advertising contribution and stimulus, - all so essential. I believe that against the challenge presented by Canada each of these elements has to be kept strong in the system, and that the three have to work closely together in a sensible way for the national good.

I think there are challenges ahead for each of the elements in the system. Advertising can have a big part in television. And with that part must go responsibility. Advertisers have a natural and perfectly proper concern with getting their messages across, and with suitable costs per thousand. I think you will agree too that they have a share in the responsibility for how well the whole television system serves the Canadian nation.