

be a choice between two Canadian programs; or perhaps between a Canadian and an imported program, but not usually just a selection of imported programs. I hope the probable additional stations will be true parts of a Canadian television system, not mainly importers of programming.

It is a rather obvious prophecy that colour will come to Canadian television during the 1960s. I would still hesitate to call the year or years. Colour does seem definitely on the way although it is taking quite a long time. For some little time now it has been just around the corner, but the corner has seemed to be a tricky one to turn.

The 1960s should see consolidated, efficient production centres for the national service in Montreal and Toronto. The need, as many of you know from personal experience, is desperate. The long run economies and extra efficiencies will be very decided. The economic activity generated by television broadcasting will continue to grow quite considerably. A good guess is that by 1965 it will be about \$150,000,000.

I believe the larger number of television viewers in the coming decade will spend at least as much time of the year as at present watching television. But this will depend on the degree to which television can keep freshness in its programming, add new ideas, generate new interests. I think too the viewing public will become at the same time more selective in its viewing. More and more I believe people will tend to watch for the particular programs they like, and be still more definite than they are at present in their choices.

Some other trends already noticeable should continue. I imagine, for example, that more members of the Canadian public than at present will come to take Canadian productions on their merit, and lose the suspicion in the back of their minds that Canadian work in this kind of field tends to be inferior to others, that anything from across the border is congenitally better. At the same time still more Canadians than now will recognize to a fuller extent the value and abilities of some of their own performers and writers and producers.

Perhaps too with the passage of time more Canadians will come to a better understanding of the complex kind of television system they have, whatever it may be like in the 1960s -- and why they have it.

I think the strides that have been made in programming in the last 5 years can give us confidence for Canadian production in the future. Just think back if you can to shows that were on the air in Canada in the winter