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corporations which are doing business all around the World, and have a tradition of adapting to very different socio-economic medias, and they are probably more conscious of being foreigners in those Lands, and seem to be making, probably, more effort at integrating, reasonably well, with the media in which they are, and in which they live.

For instance, we have a large General Motors plant in Ste. Thérèse, Quebec, and they look at that plant -- it is a reasonably recent plant and it was operating very, very largely in French -- well before the Provisional Government felt it necessary to pass legislation.

It may be that those large institutions, as I said, have that tradition; and, secondly, they are of a more recent start in Canada than in Quebec. So they are not of a long tradition, like the old banks, and all of that. But you have had banks in Montreal. They had quarters in Montreal for 100 years and they never have been able to recruit even a proportional representation of French Canadians, in their senior Administration. They were very, very traditional; and their recruitment approach was very much turned inward on, strictly, the English speaking community. They just ignored the environment in which they were.

So I don't think that the international corporations, and the American corporations in particular,