

Mr. Skinner: I would say no more than a year, and that would be the maximum.

Senator Prowse: In a year?

Mr. Skinner: Yes. The biggest difficulty would be companies that have complete United States tools. If you suddenly obsoleted the commercials or said, "You can't use any of these commercials," they would be in a very difficult position, and it would be unfair to change the ground rules quickly.

Senator Graham: This troubles me, because it seems to me that if you had technical and trained personnel, professionals, ready to go to work tomorrow and the government instituted a law saying, "Look, from now on it is 100 per cent Canadian," even the changeovers and accounts would take longer than a year.

Mr. Skinner: Perhaps I am optimistic, but I would think it could be done in a year.

Senator Graham: You have to put these things in the bin and start producing them.

Mr. Skinner: In the recording business they found at first that there was a fair amount of dislocation. We simply did not have very many good sound-recording studios, and there was that sort of problem. In the short time since then we have developed a good many sophisticated sound studios, and the talent has come up to fill them as well.

The Deputy Chairman: Some doubts have been raised in certain quarters that in Canada we do not have the proper facilities or skills to translate the marketing concepts of advertising agencies to the television screen. What is your experience of that? Could you comment on that?

Mr. Skinner: I deny it totally. Yes, we do have the skills; we can do it as well as anybody in the world and compete with the very best.

The Deputy Chairman: Right now we have the facilities, the skills, the artists and whatever we need?

Mr. Skinner: Yes, sir, we do.

Mr. Downie: Yes.

The Deputy Chairman: Now?

Mr. Downie: Yes.

Senator Denis: You say you have the skills. Do you not admit that in many advertising programs Canadian artists always imitate the American programs in some way? Do you agree with that?

Mr. Skinner: This happens; it indeed happens.

Senator Denis: Do you also agree that some English programs, but mostly French programs, use too much, what I would call slang, or *joual*, or this is used too often? Do you admit that in those English or French programs they use slang language, whether it is for advertising or the program?

Mr. Skinner: We do now in our own advertising very often write it in the way people speak rather than in precise English. Again, people do tend to be somewhat sloppy in their syntax and grammar.

Senator Denis: Is it a good thing that sometimes we get foreign advertising production in order to have a higher degree of quality? Suppose that in an advertising program in Canada you have some advertising from France in the French language, would it be a good thing, an incentive for the Canadian French, for the French Canadian artists and so forth, to have a better language and in the end get better programs in Canada than we have now? If we could have more of those well done French advertising programs, there would be more competition and the programs would increase in value?

As far as American programs are concerned, those programs are followed by the customers. As you said before, it is no good for Canada, they do not buy those programs. They buy those programs because it is an incentive for customers to buy their products. Senator Forsey spoke about the silly song. You admit that most of those advertising programs are done with silly songs, with no musical value at all, just a silly noise, in order to create an effect so that people will remember the product they are advertising by those songs. If Canada is left alone, with no competition from America or other countries, because it is a small country do you not think that it would be a kind of monopoly of the Canadian? I am talking about jobs that would be created by putting a ban on that. But as we see it, if you agree that many of the Canadian programs in imitation of American, are made of slang, *joual*, if they were alone, there would be no more competition.

Mr. Skinner: I do not think there will be a lack of competition, sir. It is a pretty heated up area, and it is always going up.

Senator Denis: There is a lot of skill in Canada. You said that most of our programs are imitations of American programs.

Mr. Downie: It is not competitive on that basis, sir. An American company that is bringing commercials into Canada does not ask an agency here, whether it be American owned or Canadian owned; they do not ask Canadian writers and artists to prepare a campaign and ask Americans to prepare one, and then compare them and take the one they want. Your idea of competitiveness in that area would not work.

Senator Prowse: As long as they can sell the product, through the effectiveness of the advertising, and as long as it is satisfactory, that is what counts.

Mr. Downie: Exactly, sir. And there is a tendency on the part of American corporations that import commercials to look on Canada as the northern module of their complete marketing strategy. If there is, we get back to an emerging Canadian life style. If there is not an emerging Canadian life style and these people look upon us as just the same as Americans, that will have a deleterious effect on whatever we have that is going.

I could answer your question on slang or *joual*. We are, I guess, one of the few agencies that have a con-