

alleged benefits flowing from this taxpayer largesse towards the motion picture industry is supposed to be favourable publicity for the Canadian tourism industry.

Will the Leader of the Government tell us precisely how Canadian tourism is being assisted when, almost without exception, Canadian film locales are identified as American? Canadian signs and symbols are changed whenever the production units are moved into Alberta, British Columbia or Ontario. Banff and Jasper suddenly become Denver, Colorado; Vancouver becomes Los Angeles; Vancouver's Chinatown becomes San Francisco; Toronto blossoms forth as New York—far cleaner than the original product!—Winnipeg becomes Chicago or Minneapolis; Saskatchewan becomes Kansas or Iowa; Montreal becomes New Orleans and the Atlantic provinces are transformed miraculously into New England. There is no RCMP—indeed, it is alleged that one production unit in British Columbia borrowed RCMP equipment and insisted that the name “RCMP” be painted off the search and rescue helicopter and that the name “L.A. Police” be stamped on in its place.

Some Canadians are getting fed up with the almost total unwillingness of visiting film production units to identify Canadian locales as Canadian and thereby keep from their viewing audiences the fact that some of the greatest scenery on the face of this earth is to be found in Canada. Many foreign film producers omit to put even a credit at the end of the film to say that the filming was done in Canada.

Honourable senators, I do not want to go on at length, but I wish to draw to the attention of this house an interesting comment made by Margot Kidder, one of Canada's outstanding actresses. I quote from a Canadian Press report of February 13 which appeared in newspapers across the country:

Margot Kidder is no flag-waver, but the feisty, green-eyed actress is sick of appearing in movies that disguise the Canadian locations where they were filmed.

She's lost count of the times Toronto and Vancouver have been made to resemble New York.

All three Superman films, which gave Canadian-born Kidder huge exposure in the U.S. as the Man of Steel's gal, were shot in Canada. But moviegoers certainly didn't think Metropolis was a Canadian city.

Banff is the location for Kidder's latest film, a CBS TV movie, *Hoax*. CBS took Western Canada's tourist mecca—the town lures thousands yearly from the U.S., Japan, West Germany and other countries—and turned it into an unidentified American Rockies ski resort.

What good is that for Canadian tourism when people go to that show and come out saying, “Gosh, I have to get down to Colorado as soon as possible to spend my tourist dollars there,” when it is Banff all the time?

A U.S. flag hangs outside the chamber of commerce building, which doubles as the film's police station. Actors playing policemen resemble state troopers, with eagle emblems pasted on their car doors.

● (1430)

Changing licence plates and having American dollars is really silly,

said this outstanding Canadian actress:

When asked why one of Canada's most recognizable tourist attractions can't be just that—recognizable—

The production people said:

“American audiences like to see American things.”

Not other things. To continue:

She gritted her teeth in exaggerated frustration, staring up at the tall pines and icy blue sky.

“It's crazy,” Kidder said. “Nobody cares. If it's good they'll watch it and if it's not, they won't.”

I will not continue reading from that newspaper article. As I stated at the outset, I am not blaming this government alone because the same problem presented itself under the predecessor government. Many of these film companies receive federal financial assistance and federal marketing assistance, as honourable senators know. There are substantial advantages if they film in Canada and use Canadian production crews or Canadian actors. The companies enjoy, as well, certain Commonwealth distribution benefits as a result of filming in Canada. We should ask or require something in return.

Will the federal government attempt to persuade the Canadian Film Development Corporation to establish, as a condition of Canadian assistance in its various forms, insofar as it is possible, adequate identification of Canadian filming sites as Canadian, so that we can bring a few tourists into this country?

An Hon. Senator: Well done!

Hon. Duff Roblin (Leader of the Government): Honourable senators, the one thought that comes to my mind in that eloquent statement is that any movie producers who can persuade knowledgeable people that Winnipeg is the same as Chicago deserve a little admiration, because surely if ever there is a cinematographic sleight of hand, that must be it! And all I can say is, thank God the Arctic is Arctic, because they are not going to be able to palm that off as something in New Mexico.

My honourable friend raises an interesting point. It is even worse than that, really, because when we get our own Canadian moviemakers making movies in Canada, we have a hard time persuading some of them to make movies that are identifiably Canadian. Sometimes they are the third or fourth rate spin-offs of some trash we have already seen from some place else. So we have a big problem. All we know is that the efforts of the government—and of the previous one in particular, because I believe they were the initiators of the program of giving government money to moviemakers—have not achieved the success that we had hoped for.

The mere fact that we are able to get some American companies to produce their movies in Canada is something. At least we have got them up here and they are taking advantage