

possible. Where the quality of the match cannot be assured it is particularly important that employers understand that there are limitations in the service which can be given to them. Their cooperation must be secured before a really effective public placement function can be realized.

Many advantages would follow if the cooperation of employers was encouraged through improved service and particularly through better understanding of the Division's obligation to the job seeker. The employers' capacity to complement the Division's efforts to assist specialized groups of job seekers could be more readily called upon. Cooperation in the design of practical training programs would be enhanced.

Canada Manpower is restricted in its placement service activities by two conditions. It cannot refuse to assist any job seeker who registers and it must fill vacancies from persons registered with it. It follows that the Division's first responsibility as a public service must be to the job seeker and especially to the unemployed job seeker.

This fact must be faced. To be effective the Division must therefore seek the understanding and cooperation of employers by explaining the limitations which its role as an *unemployment* agency places on the services they can expect from Canada Manpower Centres.