

5. What is the duration of the course?

6. To date (a) how many people have taken this course (b) how many have qualified (c) how many have been advanced as a result of this training?

**Hon. C. M. Drury (Minister of Industry):**

1. Mr. A. M. Khan.

2. Seven.

3. The general manager through the acting personnel manager.

4. After hour training courses are provided by the Ottawa and Hull Training Institute for Lithography (founded in February, 1965), which is administered by an advisory board. This board consists of representatives from industry, labour and government; the board members are: Mr. C. B. Watt, General Manager, Canadian Government Printing Bureau; Mr. R. P. White, Executive Vice-President, British American Bank Note Company Ltd.; and Mr. R. J. Clarke, Vice-President, International Lithographers and Photoengravers Union. There is also a joint administration committee consisting of four representatives from industry; four representatives from labour; and four representatives from government (four officers of the Canadian Government Printing Bureau).

The Canadian Government Printing Bureau co-operates and encourages this after hour training endeavour by making available to the Institute a training room, audio visual equipment and press time in the evenings. All supplies utilized by the students during the courses are donated free of charge by graphic arts suppliers. OHTIL provides competent instructors paid from the fee revenue and, more recently, one of the largest manufacturers of offset equipment has supplied free of charge an offset press, for their use. This is the first undertaking of this kind in Canada where industry, labour and government have joined hands to upgrade the skills of lithographic craftsmen to meet the challenge of modern technology.

The aim of the Institute is to increase the quality of craftsmen for the lithographic trade and to upgrade their skills in order to better prepare the journeymen to carry out their responsibilities to the printing industry.

(a) (i) and (ii)—Courses are available to both union and non union journeymen and apprentice lithographic craftsmen employed by lithographic establishments in the Ottawa-Hull area, including the Canadian Government Printing Bureau. (b) Yes. \$45 per semester for members of the Lithographers

### Questions

and Photoengravers International Union. \$60 per semester for non members. The reason for the differential being that the members of the Lithographers and Photoengravers International Union are paying, through Union dues, a portion of the cost of the running of OHTIL program.

5. Courses started in February 1965 and are not yet completed. There are separate courses as follows: Camera: four semesters, 17 weeks per semester, one night per week, three hours per night. Press: three semesters, 17 weeks per semester, one night per week, three hours per night. Stripping and Layout: two semesters, 17 weeks per semester, one night per week, three hours per night.

6. (a) Camera course, 13; Press course, 15; Stripping and layout course; 8.

A total of 36 people, 16 of whom are Canadian Government Printing Bureau employees. (b) Courses are still in progress. (c) In so far as C.G.P.B. is concerned, none. No information available as to non-government employees.

### CENTENNIAL COMMISSION ADVERTISING

Question No. 798—**Mr. Fairweather:**

1. Did the Centennial Commission recently arrange for about \$5,000,000.00 of centennial advertising?

2. To which firms was this advertising allocated and what was the total of each allocation?

3. Were other advertising firms invited to submit proposals and, if so, which ones?

4. Can any competent advertising agency in Canada expect an invitation to bid for Centennial Commission accounts?

**Hon. Judy V. LaMarsh (Secretary of State):**

1. No. An estimate has been made of possible expenditures till the end of 1967 by the Centennial Commission and the Canadian Government Travel Bureau in the field of publicity, advertising and promotion for the centennial celebrations, including informational material, pamphlets, brochures, posters, press releases, film clips, radio tapes, and this estimate is \$5,000,000. Of this amount approximately 50 per cent is expected to be spent on advertising.

2. (a) The Centennial Commission is entering into an agreement with three advertising agencies: Vickers and Benson, Ltd., Toronto; MacLaren Advertising Co., Ltd., Toronto; L'Agence Canadienne de publicité Ltée, Montreal; (b) The total of each allocation has not been determined as the agreements are still being negotiated.