

known. No record has been kept but there have been occasions when oversized loads have been turned away.

5. In 1972, the total amount spent on *Bluenose* advertising was approximately \$55,000. Of this, \$30,000 was spent in a joint program with the Nova Scotia government, resulting in advertising worth \$60,000. Two ads were used, one for spring and one for early summer. These ads appeared primarily in eastern United States newspapers. Surveys show that these areas are the major source of ferry traffic. The media were the major daily newspapers in Hartford and New Haven, Conn.; Boston, Mass.; Springfield, Conn.; Newark, N.J.; New York, Albany, Buffalo, Long Island, Rochester, Syracuse and Baltimore, New York; and Providence, Rhode Island. In addition, C.N. had its own campaign for the *Bluenose* costing \$14,800. This consisted of ads which appeared in papers in Halifax, New Glasgow, Sydney, Truro, Antigonish, Kentville, Bridgetown, Bridgewater, Liverpool, Lunenburg, Pictou, Shelbourne, Windsor and Yarmouth in Nova Scotia, and Portland and Bangor in Maine. This advertising was to generate local traffic. Radio stations in Halifax, Truro, Bridgewater, Bridgetown, Antigonish and Yarmouth were used primarily to reach tourists on the move. A total of 650,000 colour brochures were printed for distribution in 1971 and 1972 at an approximate cost of \$10,555. In addition, 350,000 inserts were printed in 1972 with the current schedule and fares. This cost \$2,065. There are four (4) permanent billboards advertising the *Bluenose*, two in Maine at Kittery and Brewer, and two in Nova Scotia at Annapolis Royal and Italy Cross. In addition, C.N. was able to obtain the use of temporary billboards in Maine for the promotion of the *Bluenose* service as part of an agreement with a national U.S. magazine. Total cost of the *Bluenose* service for this additional advertising was \$50.

#### FALCONBRIDGE MINES LTD.—JOB RETRAINING PROGRAM

##### Question No. 280—**Mr. Rodriguez:**

1. How much did Falconbridge Mines Ltd. receive in Manpower retraining grants from the government in each year 1970, 1971 and 1972?
2. In each year 1970, 1971 and 1972, how many persons (a) started (b) completed the job retraining program at Falconbridge Mines Ltd.?
3. From among those individuals who started the job retraining program in 1970 at Falconbridge Mines Ltd., how many are still (a) with the Company (b) in the mining industry?

**Mr. Mark MacGuigan (Parliamentary Secretary to Minister of Manpower and Immigration):** 1. Falconbridge Mines Ltd. received training cost reimbursement as follows: 1970, nil; 1971, nil; 1972, training contract not completed yet.

2. The following numbers of persons started and completed training: 1970, nil; 1971, nil; 1972, 19 persons started training and 15 completed it.

3. No individuals started training in 1970 at Falconbridge Mines Ltd.

#### Order Paper Questions

##### DREE PROGRAM—INCLUSION OF SMITHS FALLS AS A DESIGNATED AREA

##### Question No. 285—**Mr. Cossitt:**

Is the government giving consideration to including Smiths Falls, Ontario as a designated area eligible for grants under the DREE Program?

**Mr. Marcel Prud'homme (Parliamentary Secretary to Minister of Regional Economic Expansion):** At present there are two designated regions in Ontario. Incentive Region B is scheduled to remain designated until December 31, 1973. Incentive Region C is scheduled to remain designated until June 30, 1973. (Smiths Falls is not in either region.) Prior to the foregoing dates, there will be consultations with the Province of Ontario regarding future designated regions. These consultations will take place over the next few months. No decision will be made regarding any changes in the present designated regions until these discussions have been completed.

##### CONSTRUCTION OF POST OFFICE IN VILLAGE OF HILLSBURGH, ONTARIO

##### Question No. 289—**Mr. O'Connor:**

Has the government decided to construct a Post Office in the Village of Hillsburgh, Ontario and, if so (a) what is the legal description of the land purchased or to be purchased (b) from whom was it or will it be purchased (c) what was or will be the purchase price (d) what was or will be the date of completion of the transactions (e) have tenders for construction been let and, if so, when will they be opened (f) what is the anticipated date of completion of the project?

**Hon. Jean-Eudes Dubé (Minister of Public Works):** Yes. (a) All and Singular that certain parcel or tract of land and premises, situate, lying and being in the Village of Hillsburgh, in the County of Wellington and Province of Ontario, being composed of part of lot 40 on the southwest side of Anne Street and part of Lot Y East side of Main Street according to the unregistered plan of the Village of Hillsburgh filed in the Registry Office for the Registry Division of Wellington as Plan No. 62, the said parts being designated as Part One on a plan of survey deposited in the said Registry Office as Plan No. 61 R-328. (b) Royal Bank of Canada; (c) \$3,000; (d) January 31, 1973; (e) Yes, tenders will be opened February 1, 1973; (f) May 31, 1973.

##### ICEBREAKERS CONSTRUCTION

##### Question No. 290—**Mr. Allard:**

Is it the intention of the government to order construction of more icebreakers to overcome the apparent lack of such ships in service?

**Hon. Jean Marchand (Minister of Transport):** The government intends to increase the icebreaking capability of the Canadian Coast Guard by placing an order for the construction of an icebreaker for service on the Great Lakes, the Gulf of St. Lawrence and the St. Lawrence River in winter and for deployment to the Arctic in summer. Construction will commence later this year with delivery expected towards the end of 1975. Under consideration at the present time are plans for the construction of three more icebreakers of a similar class and a decision on this program will be forthcoming in the near future.