

Canada. By agreement between our two countries, harvest workers and equipment move north and south across the border as they are needed. These agreements also include other kinds of agricultural workers; for example, Canadian potato pickers go to Maine while tobacco curers from the southern states go to Ontario every year.

One constant thing in a changing world, at least as far as Canada is concerned, is the arrival of winter. To us, it means more than winter sports and double windows - winter is a major economic factor, because of the slowdown in activity and the unemployment it causes.

Those of you from the northern states know about this, but you people from the south are spared this annual phenomenon of nature. Winter does not affect the whole United States economy as it does ours.

At one time it didn't matter too much if most outdoor activities came to a halt when the snow came. A simpler economy based on agriculture was more in tune with the seasons. In any case, there was not much that anyone could do about it in those days.

One trouble has been that this winter slowdown became a habit that carried over to the present day, and many outdoor activities continue to slow down even though modern techniques have made it perfectly practical to carry them on.

The various branches of the construction industry have been most affected. Even indoor construction work has slackened off in the winter, for no very logical reason.

#### WINTER EMPLOYMENT CAMPAIGN

Our "Do It Now" winter employment campaign was the first move, some ten years ago, to do something about this, by persuading home and business owners to have their interior renovation, repair and redecorating work done in the winter, when, as the campaign says, "men and materials are available". In this we co-operated with the many cities and towns where local Employment Service offices helped to arrange local campaigns. The Department also mounts a very large national publicity campaign every year.

Much of the success of the campaign is due to the assistance of national advertisers and the firms, large and small, who use our material in their advertising, give our message space on their radio and television programmes and tie their sales in with the campaign. These people have benefited, in turn, through greatly increased winter sales.

Linked with this have been our efforts to promote more outside construction in the winter months, taking advantage of new techniques available, many of which have been perfected in this country.

The Municipal Winter Works Incentive Programme is a way of co-operating with municipalities, through their provincial governments, to encourage more public works projects in the winter. Here we offer an incentive payment, increased by many provincial governments, towards the direct, "on-site" labour costs of almost any kind of outside municipal project, carried on in the winter months.

Last winter we added another incentive, this time aimed at more house-building. This programme offers an incentive payment of \$500, with no strings attached, to the person who buys a new winter-built

house, or who has a house built for him during the winter...

It may appear that some of the Department's activities in the employment field are isolated responses to specific needs. This is not the fact. They are interdependent and react on each other. They are part of an overall Manpower Development Programme that incorporates all our manpower and employment activities and much of our research.

#### LABOUR RESEARCH

In recent years, there has been a rapidly-growing need for information on a wide variety of topics relating to employment and unemployment. For example, changes in the patterns of manpower demand have important implications for programmes aimed at training or re-training people for new jobs. As a result, we have been increasingly concerned with research to evaluate some of the main developments. Equally important is the need for research in certain industries and certain areas in which special problems exist and for which special solutions must be found. A major aim of our research programme is, of course, to provide a factual basis for action to achieve our manpower objectives.

It has become increasingly clear that some areas of Canada, just as in the United States, experience special difficulties. This may result from declining industries or from the fact that growth had lagged well behind the nation as a whole, in terms of both employment and trade. Last year, the Government introduced a number of measures aimed at stimulating employment in such parts of the country. Some 35 areas across Canada have been designated as "development areas" and qualify for special federal assistance for economic and industrial development. New manufacturing and processing industries are given generous tax concessions to locate in these areas.

#### PROBLEMS OF TECHNOLOGICAL CHANGE

I think we would all agree that the biggest question-mark now hanging over employment and manpower is automation and technological change. These are things we cannot halt, even if we wanted to. Canada, like other countries, must take advantage of new techniques, but in doing so we are determined to do everything in our power to see that, while we reap the benefits of these advances, we do not do so at the expense of the workers involved.

We have set up a new service which, as far as I know, has not been tried anywhere else. This is our Manpower Consultative Service, and its aim is to reduce hardship and unemployment caused by technological change.

It will act in an advisory and technical capacity, to help employers and unions in the development of manpower-adjustment programmes in anticipation of technical changes. We will enter into agreements with employers or jointly with employers and unions, under which we will pay one-half the costs of research into the effects on manpower of industrial change, and one-half the costs incurred in the development of programmes of adjustment.

To be eligible for financial assistance, an industry must give reasonable advance notice of industrial change that will adversely affect employment.