

known as "Winter Works Programs" are designed to shift employment from summer to winter in order to level out employment over the year as a whole. They reduce unemployment in the winter and utilize the construction industry's labour force on a more even basis which helps to reduce manpower shortages in the peak season.

Seasonal unemployment has been a recurrent aspect of the Canadian economy throughout our history. Not too many years ago, winter unemployment was accepted as inevitable. New construction techniques and the efforts of the federal government and communities through the "Do it now" campaign have met with considerable success in reducing winter unemployment in Canada. Our attack on winter unemployment has been mounted in various ways.

I should first like to mention the winter employment campaign which is now in its thirteenth year. This campaign bears a slogan which I am sure is familiar to all Honourable Senators "Why wait for Spring—do it now".

The CHAIRMAN: That is Senator Quart's quotation.

Hon. Mr. MARCHAND: It is a promotional campaign which has had a tremendous impact in breaking down the barriers of habit and tradition which for so many years were responsible for the heavy winter unemployment which we have experienced.

The costs of this promotional or educational campaign are modest in terms of the results achieved. For 1965-66, an amount of \$285,000 is included in the main estimates plus \$150,000 in the supplementary estimates to cover the costs of newspaper advertising, pamphlets, envelope stuffers, radio and television coverage and other publicity. It is estimated that for every dollar spent by the federal government on this promotional program, we are receiving \$10 of public service support at the national level in the various advertising media.

Responsibility for the promotion of the winter employment campaign at the local level rests with the National Employment Service. Local winter employment committees have been established for many years in about 150 centres across Canada. The members of these committees are local business and professional people who are interested in reducing winter unemployment. Honourable senators are no doubt aware of the many ingenious promotional programs which have been initiated by these committees to stimulate the public to "Do it now" rather than waiting for spring.

Before I deal with the municipal winter works incentive program and the winter house building incentive program which I know are of major interest to honourable senators, I would like to refer to the efforts of the federal government to influence increased winter employment within its own operations. Federal government departments have been directed by the Cabinet to schedule their expenditures on new construction, maintenance and repair and procurement so that maximum winter employment is achieved. The objective is that 50 per cent of employment resulting from these expenditures will occur during the winter months. To ensure that the Cabinet's intentions in this regard are fulfilled there is an Interdepartmental Committee on Federal Winter Work Programming of which my Deputy Minister is the chairman. This committee is charged with the responsibility of examining the estimates of the spending departments in this area and ensuring that the departments concerned so arrange their programs that the maximum winter employment will result.

To supplement the attack on winter unemployment at the federal level, there has been in effect for the past three years a program which is known as the Federal Government Supplementary Winter Construction Program. Briefly stated, this program provides for the carrying out of federal government construction projects which have reached the stage where they can be proceeded with, but which are not of sufficient priority to permit their inclusion in the main estimates. Provision for such projects has been made in the contingencies