

And so the new flag, joining and rising above the milestones of our history, today takes for the first time its proud place as the emblem of Canada — "The Maple Leaf, our emblem dear".

May the land over which this new flag flies remain united in freedom and justice, a land of decent, God-fearing people, fair and generous in all its dealings, sensitive, tolerant and compassionate towards all men, industrious, energetic, resolute, wise and just in the giving of security and opportunity equally to all its cultures, and strong in its adherence to those moral principles which are the only sure guide to greatness.

Under this flag may our youth find new inspiration for loyalty to Canada, for a patriotism based not on any mean or narrow nationalism but on the deep and equal pride that all Canadians will feel for every part of this good land.

God bless our flag! And God bless Canada!

INTEREST IN CANADIAN STAMPS

A tremendous increase in interest in Canadian stamps, demonstrated by an unprecedented volume of orders received at the Post Office's Philatelic Sales Office at Ottawa, has pushed the sale of Canadian postage stamps for philatelic purposes to a new high during the past year.

Post Office records show that the total of philatelic sales for 1964 amounted to over \$775,000, compared to \$438,000 in 1963, and that the total number of orders was up 87 per cent over that of the previous year.

STAMPS AS INVESTMENT

The basic reason for the upsurge is that postage stamps are now being regarded more and more as an investment and more people are buying them in quantity with a view to re-selling them later at a profit. The practice, it was noted, is perfectly legal.

The demand for some stamps has been so great that, though single copies of most recent issues are still available, "plate blocks" of some stamps are now completely sold out. For example, the seven-cent regular-issue stamp released last March was sold out of plate blocks by August. Plate blocks are stamps with the printing-plate number and the name of the manufacturer printed on the white paper margin.

The Post Office has also noted a marked increase in the number of philatelists taking advantage of the Deposit Account Service, a service by which philatelists receive their requirements of new issue stamps without the need of submitting an order for each issue. In 1964, the total number of depositors increased by 25 per cent.

STUDY OF RURAL POVERTY

A project for case studies of families in four rural areas of Canada will be undertaken by the Canadian Welfare Council under contract with the Agricultural Rehabilitation and Development Ad-

ministration, it has been announced by the federal Minister of Forestry, Mr. Maurice Sauvé. The Welfare Council will do the rural study as part of its long-range study of poverty in Canada.

The four regions to be studied are the Interlake area of Manitoba, Lanark County in eastern Ontario, Pontiac, Gatineau and Papineau Counties in western Quebec, and Inverness County in Nova Scotia. The cost of the project will be slightly more than \$23,000.

Describing the project, Reuben C. Baetz, executive director of the Canadian Welfare Council, said: "A good deal of statistical material has already been gathered about economic conditions of people in various geographic regions of Canada, but for the most part this information deals with aggregates and averages. We are going right into people's homes, to find out from them what their economic and social opportunities are, how they feel about their situation, and what they are doing, or plan to do, about it. Then we can relate this information to the statistical averages and, it is hoped, make some contribution to an understanding of what poverty is and how to deal with it better. As much as possible, we shall work with local and provincial agencies."

The work will begin immediately. David Woodsworth, director of research at the Council, will prepare the study design and instruments and coordinate the studies. Interviewing will begin on March 15 and the final report will appear by June 30.

RCN HOISTS NEW FLAG

On February 15, the new Canadian flag waved in many foreign breezes as Canadian servicemen the world over held ceremonies similar to those on Parliament Hill in Ottawa. Alaska, Puerto Rico and the remote Southwest Pacific were among the foreign places to see the Maple Leaf Flag unfurled. Other major ceremonies were held by contingents on peace-keeping duty in Cyprus, Germany, France and the United Arab Republic.

In Alaska, the Royal Canadian Regiment took time out for flag ceremonies from its participation in the U.S. Army exercise "Polar Strike". In the West Indies, the U.S. Navy fired a 21-gun salute as aircraft and helicopters of the Royal Canadian Navy flew over San Juan, Puerto Rico. The new Canadian flag was hoisted on board HMCS "Bonaventure", the destroyer escort "Chaudière" and the ocean escort "Cap de la Madelaine" at the U.S. naval base at San Juan.

RCN units on winter exercises held similar observances aboard the operational support ship "Provider" and the destroyer escort "St. Laurent" at St. Croix, in the U.S. Virgin Islands.

Nearer the equator, the naval repair ship "Cape Scott", which had taken part in the medical expedition to Easter Island, raised the new flag en route to the Galapagos Islands.

And at the North Pole, a new Canadian flag, encased in a canister, had been dropped earlier by an "Argus" aircraft of the Royal Canadian Air Force during a navigation flight.