

Prime Minister Diefenbaker, who also inspected the guard of honour and addressed the nation.

During the ceremony, jet aircraft of the RCAF, including the famed "Golden Hawks" aerobatic team, dipped low over the Peace Tower in salute, while two of the most famous Battle-of-Britain aircraft, the "Spitfire" and the "Hurricane", stood motionless on the Hill below. Following the wreath-laying ceremony and the playing of the National Anthem, the parade moved to Chalmers United Church and St. Joseph's Church, where special commemorative services were held.

The Battle of Britain had special significance for the RCAF. It was the Force's baptism of fire when No. 1 Squadron of the RCAF (later designated 401) flew into action against the enemy near London, won its first victories and suffered its first casualties. Another fighter squadron--No. 242 of the RCAF, composed of Canadian pilots--also won for the RCAF and Canada great distinction during the prolonged air battle. During the two-and-half month battle that began in mid-July, 47 Canadian officers and men gave their lives.

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WINTER MARKET FOR BUILDERS

Mr. Michael Starr, Minister of Labour, urges Canada's building-supply manufacturers, building-supply dealers and building contractors to concentrate on selling the idea that interior renovations of plants, offices and homes should be done in the winter, when skilled tradesmen and materials are more readily available.

It has been estimated by authorities that \$600 million need to be spent on Canadian homes to bring them up to an adequate standard, Mr. Starr adds. Retail building-supply dealers, contractors and manufacturers who are looking to this market during the winter-time lull, when they have time to undertake imaginative sales programmes, are finding that it produces a heavy increase in sales, with resulting increases in the employment of contractors and tradesmen for installation jobs. Here is a case of personal coinciding with community interests, since more profits mean more jobs and more money in circulation in the community in the winter.

Mr. Starr made these remarks recently, in presenting a plaque to the "Canadian Building Supply Dealer of the Year", in Toronto--Mr. Alan Furnes, Sales Manager of Lansing Building Supply Ltd., of Willowdale, Ontario. Because of this firm's contribution to last winter's "Do-it-Now" Winter Employment Campaign, the Lansing Company won, against entries from all over Canada, a contest sponsored by "Building Supply Dealer", a national trade publication.

Mr. Starr said that the Lansing Company, and the other companies throughout Canada who had entered the contest, did so as community leaders interested in increasing winter

employment in their community. But they had found as well that the winter-time market was exceedingly profitable and provided a practical solution to eliminating a need for their own staff lay-offs, as well as increasing employment among contractors and tradesmen.

He welcomed the support of the building-supply industry as first-line allies in the campaign to increase winter-time economic activity. This was not a matter of taking work away from the summer, but rather taking the pressure off the building industry, which was so heavily engaged each summer in Canada with "outside" construction.

Since construction was one of the heaviest contributors to winter unemployment, an increase in construction employment would have a remarkable effect on the total winter unemployment figures.

He urged plant and business owners to restrict as far as possible their interior renovation and redecoration to the winter. It would pay them for they would have the best of skilled labour available and at the same time they would indirectly benefit from an increase in purchasing power in their communities. Just as unemployment tends to snowball, any increase in employment has a good snowballing effect.

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CANADIANS TO LIVE LONGER

Life expectancy at birth for males in the Atlantic Provinces is estimated at 67.9 years, in Quebec 66.1, Ontario 67.8, the Prairie Provinces 69.3, and British Columbia 68.1, according to provincial and regional life tables for 1955-57 recently released by the Dominion Bureau of Statistics. For females, the figure for the Atlantic Provinces is 72.9 years, Quebec 71.0, Ontario 73.6, the Prairie Provinces 74.2, and British Columbia 73.9. As published earlier in "Canadian Life Tables", the national figure for 1955-57 reached 67.6 years for males and 72.9 for females. Male life expectancy at birth has not reached 70 in any of the 5 regions, while that for females is 71 or more in all regions.

Between 1951 and 1956, male life expectancy at birth increased for the country as a whole from 66.3 to 67.6 or 1.3 years; corresponding regional increases were: Quebec, from 64.4 to 66.1 or 1.7 years; British Columbia, 1.4 years the Atlantic region, 1.3 years and Ontario and the Prairie region .9 years each. On the other hand, the national figure for females rose from 70.8 to 72.9, or by 2.1 years, with corresponding increases of 2.4 years in the Atlantic and Quebec regions, 1.9 years in the Prairies, 1.7 in Ontario and 1.5 years in British Columbia.

Once a child has passed its first year of life its life expectancy increases appreciably. For example at one year of age a male child at the mortality rates of 1955-57 might

(Over)