

Poster Advertising Association of Canada

1530 St. Lawrence Blvd., Montreal
OFFICE OF THE PRESIDENT

17th September, 1926.

490
Sir Arthur Currie,
President,
McGill University,
Montreal.

Dear Sir Arthur,

Your reputation for aiding the cause of education and general public enterprises prompts me to impose on your good nature and ask you to become a patron of a Prize Competition for a Safety-First Poster Design, as outlined in the enclosed dummy announcement.

You doubtless are aware that the Poster Advertising Association of Canada each year conducts at least one free campaign for public welfare. For example, the beautiful Nativity posters that are displayed at Christmas time, the Made-in-Canada campaign of last year, and the Boy Scout posters.

Mr. Beatty, President of the Canadian Pacific Railway Company, and the President of the Quebec Safety-First League have already consented to be patrons and the only others we are asking are, Sir Henry Thornton, President of the Canadian National Railways, the President of the Manufacturers' Association, the President of the Ontario Safety League and Sir Robert Falconer, President of the University of Toronto.

Your name, as head of one of the two great centres of learning in Canada, will, I know, be of great assistance to us in our two-fold object. The first being the development of the Safety-First Movement and the second being of some assistance in the cause of Art, both of which I know you are interested in.

We are sending the enclosed announcement to the principals of some seven hundred High Schools, Academies and Art Schools and are preparing a poster to announce the competition and create nationwide interest. After the prizes are awarded the winning Safety-First poster will be lithographed and given free display in some 235 cities and towns across Canada,