

A Firm Friend of Forest Conservation

Honorable Honoré Mercier, K.C., L.L.B. Minister of Crown Lands and Forests of Quebec, who has rendered sterling service to his native province by a vigorous and progressive administration of the forest resources.

Hon. Mr. Mercier was born at St. Hyacinthe, 1875, the son of Hon. Honoré Mercier, formerly Prime Minister of Quebec, and Virginie (St. Denis) Mercier. He was educated at St. Mary's College, Laval University; Montreal (LL.B.) He was called to the Quebec Bar in 1900 and was a partner of Judge Camille Piché for some time; later forming the partnership of Mercier & Béique. He was elected to the Quebec Legislature for Chateauguay, 1907 and re-elected in 1908, 1912, 1914, 1916, 1919 and 1923. He became an alderman of the



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city of Montreal in 1906 and was re-elected in 1908.

Hon. Mr. Mercier was called to the Gouin Cabinet on April 29, 1914, as Minister of Colonization, Mines and Fisheries and became Minister of Crown Lands and Forests in August, 1919. He was president of the Quebec Streams Commission in 1921; President International Association of Game, Fish and Conservation Commissioners in 1922. He is an Ex-Director of l'Ecole des Hautes-Etudes Commerciales de Montréal.

Hon. Mr. Mercier married Jeanne Frechette, 1903, and their family consists of five sons and four daughters. He is a member of the Quebec Garrison and Montreal Reform Clubs. His chief recreations are hunting and fishing. He is a Liberal in politics and a Roman Catholic in religion. His residence is at Bellevue, Que.

A New Film to Preach Against Fire

THE Canadian Forestry Association has completed the first of a series of popular motion picture films dealing with forest fire prevention.

That the initial picture was favored with a very remarkable cast of players may be gathered from the fact that Rt. Hon. W. L. Mackenzie King, Premier Taschereau, Hon. Honoré Mercier, Sir Henry Thornton and Gustave C. Piché, posed especially for the Canadian Forestry Association cameraman, while a picture of E. W.

What was your Greatest Woods Adventure?

Two Cash Prizes of \$10 and \$5 will be paid by the Illustrated Canadian Forestry each month for the most striking articles of 500 words each for the best narrative of actual woods adventure, whether in the course of hunting, fishing, fire ranging or in any other way.

Get out your stub pen and go at it tonight. The prize will go not to a 'literary artist,' but to the man with a real story.

All we ask is that you guarantee the truth of the yarn.

And, please, keep it down to 500 words at most.

Beatty was supplied by courtesy of the Associated Screen News of Canada. Other provincial Premiers, Ministers, etc., are being added to the film as rapidly as possible.

Each figure in the film appears in a speaking posture and delivers a short and pointed sermonette on prevention of forest fires. French and English titles, of course, are used for Quebec Province. The effect is further heightened by alternating the personal flashes with strips of forests in flame, the general result being most striking and by no means easy to forget.

Distribution through all the regular motion picture theatres has been commenced so that millions of Canadians should witness the film before the summer is far along. The title is "Forest Flashes."