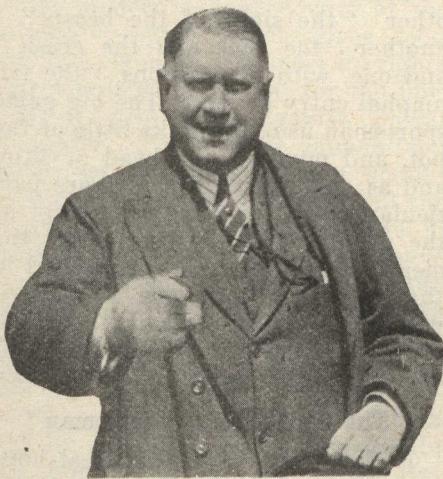


National Figures with a Vital Message

The Canadian Forestry Association has completed the first of a series of motion picture films, entitled 'Forest Flashes'.

The picture is at once entertaining, novel, and timely. It presents to the Canadian public well-known national leaders in political and business life, each of whom courteously posed for the Canadian Forestry Association's camera-man. Interspersed between the personal 'shots' are sections showing how forest fires are started, how to prevent fires. The whole effect is to combine entertainment and palatable instruction.

We present this month three of the special 'shots': the Prime Minister of Canada, the President of the Canadian Pacific Railway Company and the President of the Canadian National Railways. The words given underneath each picture will also appear on the motion picture film as it passes through the chains of Canadian theatres:



SIR HENRY THORNTON,
President,
Canadian National Railways System

"If any man wants to add to the burdens of the Canadian National, let him start a forest fire.

"The Forest is a main pillar of our freight business and tourist travel. I appeal to every Canadian: **PROTECT THE FORESTS**".



RT. HON. W. L. MACKENZIE KING.
Premier of Canada.

"Is it reasonable that year by year we should permit 4000 forest conflagrations due, for the most part, to our own carelessness?"

I appeal to every loyal citizen to play fair with the Forest this year. Let us regard every acre of timberland as a source of national wealth, in the ownership of which unborn generations stand as equal partners with ourselves".



MR. E. W. BEATTY.
President,
Canadian Pacific Railway Company

"A living forest means live jobs. Dead forests mean dead jobs. No man of us has any right to kill a forest by his careless acts. A minute's care may save a century of waiting."

NOTE.—The Canadian Forestry Association acknowledges the excellent co-operation given by the Canadian Government Motion Picture Bureau, Ottawa, and Associated Screen News, Montreal, which made 'Forest Flashes' possible to construct.

PLEASE MAIL THIS COPY TO A SCHOOL TEACHER

Scores of readers of the "Canadian Forestry Magazine" make each copy do double work by mailing it to school teachers, clergymen, and other influential citizens of their acquaintance. One man mails his copies to Wales, another to India, but what we are asking now is that you give your copy to a school teacher, if possible. Two cents will accomplish this service. You might mark any special articles that you consider more than commonly worth while.

The Forestry Magazine is a publication with a positive patriotic purpose.
Help to double its influence!