

Where One Dollar Saves Two Thousand

HENRY SORGIUS, Manager of the St. Maurice Forest Protective Association, patrolling over 15,000 square miles of Central Quebec, is excellently qualified to give an opinion on any problem of forest protection. Note Mr. Sorgius'

statement on the importance of educational propaganda:

Three Rivers, P. Q.,

July 17th, 1922.

"Every dollar spent in educating the public against forest fires is worth

over \$2,000.00 spent in detecting of fires. This is the only method to obtain real protection and I am saying this after my eleven years in this particular line of work.

"It is through experience that we are apt to know the best means. Look at the results that we have obtained with the settlers, log drivers and railways and this I may say is all due to the education of the public either by posters, lectures, etc. If we want to save our forests we will have to prevent fires and not wait to detect them, when it is too late."

The Canadian Forestry Association utilizes more than twenty channels of hard-hitting propaganda to reduce forest fire losses. "Educational Patrol" is the cheapest and most effective Timber Insurance yet discovered. It is not a cure-all, nor a substitute for a ranger system, by any means. But no ranger system can function effectively unless accompanied by sensible and persistent propaganda.

"FAMOUS IN FABLE AND HISTORY AND SONG—THE IRIS AND THE PEONY ARE STILL FAVORED BY LOVERS OF THE BEAUTIFUL".

IN ANCIENT MYTHOLOGY "IRIS" WAS THE GODDESS OF THE RAINBOW—IN HISTORY AS THE "FLEUR-DE-LYS" IT IS MOST FAMOUS AS THE ROYAL LILY OF FRANCE—AND THE PEONY WAS NAMED AFTER THE MYTHOLOGICAL PHYSICIAN "PEON", WHO HEALED THE WOUNDS INFLICTED BY THE GODS.

McDONALD'S IRISES HAVE ALL THE COLORS OF THE RAINBOW AND ARE ALL "ROYALLY" BEAUTIFUL. McDONALD'S PEONIES MINISTER TO THE SENSES OF SIGHT AND SMELL WITH THEIR GORGEOUS COLORINGS AND MANY VARIETIES.



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RICH BLUE—Violacea Grandiflora.

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Iris ready for shipment from August on. Peonies ready for shipment from September.



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DEVELOPMENT AT KOOTENAY

EAST Kootenay, B.C., is going to have a large pulp and paper mill. It is said the project is largely promoted by the Chicago Tribune and other papers. They will take the greater bulk of the newsprint. The company known as the Wigwam Pulp & Paper Co. Limited, will locate at Phillips Bridge, nine miles south of Elko. It will take two years to complete the plant which eventually will cost \$10,000,000 and employ about 1,500 hands. It is said that the industry will be on a larger scale than the Powell River or Ocean Falls projects.

C. D. McNab, of Waldo, B.C., president of the Baker Lumber Co., has secured the contract for supplying the company with pulpwood. He has incorporated a company for the carrying out of his part of the contract, which will be known as the McNab Logging Company, Limited. Chicago interests have thoroughly investigated the pulpwood of the Wigwam Valley and pronounced it of an excellent nature for the manufacture of newsprint, the fibre being longer than found elsewhere in British Columbia, permitting the manufacture of a high grade product. The timber is ideally situated and free from fire hazard. There is said to be sufficient timber available in the Wigwam Valley alone to last for thirty years.