



A Battery of Motion Picture Shap-Shooters.

Staff of Exhibits and Publicity Bureau, Ottawa, Canada.

BY MEANS of the motion picture, the Dominion is spreading broadcast throughout the world the story of Canada and doing splendid and far-reaching work in developing a spirit of nationalism. The now-famous "Seeing Canada" series of films which are produced in their entirety by the Exhibits and Publicity Bureau of the Department of Trade and Commerce, are enjoying a tremendous world-wide popularity in the best theatres in Canada and foreign countries. The distribution of the "Seeing Canada" series of government films has been so great that it has out-grown the laboratory equipment in Ottawa, and plans are now being made

to take care of the ever-increasing circulation.

One of the most popular "Seeing Canada" releases and one which has been used with telling effect by the Canadian Forestry Association is "The Enemy of the Forest." This film shows in a most vivid manner the ravages of forest fires and how carelessness may play havoc with natural resources. Many copies of "The Enemy of the Forest" have been made and distributed, not only in Canada, but throughout the world. The cordial reception of the "Seeing Canada" films, especially in the United Kingdom and in France, Belgium, and Switzerland, has been most pronounced.

AS OTHERS SEE US

Fighting to Save the Forests

Editorial from: The Pulp and Paper Magazine, March 9th

UNDoubtedly the most active agency in Canada in this matter of arousing public opinion to a definite and useful stand in the matter of forest management and forest protection, is the Canadian Forestry Association. This organization has for its sole object, the perpetuation of Canada's forest wealth, an enormous mass of capital which will perpetually pay regular and increasing dividends to the Canadian people if properly protected.

"The Association includes thousands of members who are lovers of the forest; this number naturally includes many who derive their livelihood from the cutting and manufacturing of timber into useful products. These realize that the passing of the forest means the losing of jobs. They realize that the great majority of Canada's timbered areas are unfit for agriculture and that as these areas become devastated through the carelessness of men and the ravages of nature, there is just that much less opportunity for work and development for the Canadian population. Those who work in the woods realize that human carelessness is by far the most destructive agency in the world, and it is the realization of this fact which has moved the association to direct its efforts chiefly to the education of the public towards the vast inheritance with which nature has endowed them and to educate them to the necessity and means for maintaining the forest in a productive condition.

"There is no organization in Canada working more constantly nor more effectively in the interests of public good than is the Canadian Forestry Association."

Protégeons nos Forêts

(La Presse, Montreal)

L'ASSOCIATION forestière du Canada, qui compte aujourd'hui plus de 13,000 membres, est la principale organisation indépendante qui mène avec activité des campagnes d'éducation, dans la province de Québec, en faveur de la protection des forêts. Cette organisation est, de l'avis des experts forestiers, l'une des divisions les plus importantes de l'œuvre de la protection des ressources forestières du pays contre ces incendies.

Il est donc juste et équitable qu'une telle organisation reçoive un subside du gouvernement de la province de Québec, et la demande d'une subvention annuelle de \$5,000 faite actuellement par l'Association forestière du Canada mérite l'appui de nos législateurs et de tous ceux qui s'intéressent à la protection de nos forêts.

Favors a Grant

Editorial from the Montreal Gazette

THE Canadian Forestry Association, being independent of governments and commercial interests, is excellently equipped to carry on forest protection propaganda. It has used all of its methods to the maximum extent in Quebec province, reaching into scores of districts at a cost of thousands of dollars for field lecturers, motion pictures, the operation of its lecture cars and forest exhibits car and the general maintenance of its educational propaganda. To give a substantial grant to such an association would seem to be only a common-sense method of applying first-class insurance to the timber resources of Quebec."