



Forest
1915
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YOUR HELP IS WANTED HERE!

More than 1400 of these reckless forest conflagrations occur in Canada **every month** between April and December. The loss during the summer of 1915 was over \$10,000,000. Part of that sum belonged to you

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This is an Alarm! An Alarm of Fire!!

No Canadian can deny the facts as given here and not find himself the poorer!

All that this booklet offers is a free privilege, the privilege of guarding the happiness and prosperity of yourself, your children and the generations that follow.

Every year—this year, as well—we burn down three or four times as much of Canada's timber as the lumberman cuts. Imagine trampling down four times as much of your corn crop as you haul to your barn! The two cases are parallel, except that the loss of a timber crop costs enormously more to replace. Both actions, however, deserve equal ridicule and condemnation.

More than 12,000 forest fires, large and small, occur in Canada every twelve months—**about 1,400 a month** between snow and snow.

YOUR MONEY GONE IN SMOKE

You cannot dispute the correctness of these figures. But, you may say, **what do such things mean to me?**

They mean that millions of dollars in which you and your family should share are passing into smoke. You cannot bring back a burned forest in a week. Mature timber may redevelop in from 60 to 100 years. Do you feel like postponing your share or your son's share that long? You do not need to. You can put a stop to most of these 12,000 yearly forest fires if you make up your mind that way. Certain parts of the United States, all of Switzer-

land and France, scarcely know what a big forest blaze looks like. Why? Because the people and their legislators have made up their minds that a forest fire is a common thief, that it robs the woodsman of his employment, robs the farmer of his markets, hurts the fertility of surrounding land, causes both flooding and drying up of streams, and puts up the cost of lumber for every citizen in the land.

A few thoughtless people say: "I am not a woodsman. I do not own a farm. I have no interest in the flow of the streams. I have little occasion to use lumber. Whether the forest stands or falls makes no difference to me."

Let us talk that over! Two thirds of every dollar taken out of the Canadian forests by lumbermen goes to wages. Those wages buy food, clothing, footwear, and a thousand other things which in turn contribute to the revenues of railroads and steamboats and are finally distributed through the whole population for materials and services.

The forest dollar helps to keep you, even if you live in the middle of a treeless plain.

Take away the \$200,000,000 that the Canadian forests pour into the pockets of the country in cash every year and practically every community would cry 'hard times.'

You cannot escape the profits of a standing forest and—

You cannot escape the losses of a burned forest!

WHO IS TO BLAME?

Then let us try to fix responsibility for these 12,000 annual forest fires!

Forest fires are started by human hands in practically all instances. Lightning starts a few, but only a few in the annual total. Settlers are responsible for about 85 per cent. of the forest losses in Eastern Canada. By burning their brush heaps and slashings in very dry or windy weather, and by placing them near standing timber, the settler has become the cause of the greater part of our recent timber destruction. Quebec and British Columbia by law will not allow a settler to start a fire until he gets permission of a skilled Government ranger. This makes fairly sure of precautions for safety. Of course, every province should have a similar law, with rigid enforcement because it spells common protection and equal treatment.

Campers, prospectors, surveyors, river-drivers, and others who use the woods, cause thousands of conflagrations in valuable timber by dropping matches or pipe ashes or cigarettes in the dry duff, or leaving their camp fires half extinguished. In dry weather the floor of a forest is like the fuse to a powder barrel. A moment's thoughtlessness may cost your neighbor a fortune. Never leave a spark of fire behind you. In a day's time that spark may cover a whole township. It has done so times without number.

5 MINUTES vs. 720 MONTHS

12,000 forest fires every spring, summer and fall.

Yes, you say, it looks as bad as deliberately destroying a field of ripened wheat.

Worse, You can plant your wheat again and get a full crop in a few months. **Forest crops don't come much under 720 months.** Just balance five minutes' carefulness **now** against a **720 months' wait.** Think that over the next time you start a blaze in your clearing, or drop a match, or pack up camp with the fire still glowing. **Do more** than think-it-over!

Here is another fact. Every forest fire **must be paid for.** And for every dollar of penalty you pay today, your grandson will pay three. If you do not believe that, turn up your father's bills for white pine. See how the \$15. a thousand feet looks beside your \$35. a thousand feet, then figure what your **grandson** will pay for **his** white pine or for any other lumber.

The **biggest reason for rising lumber prices** is the scarcity of accessible timber supplies. There are other reasons, such as higher wages, but timber scarcity has first place.

DON'T BOOST YOUR LUMBER BILL

Every bad forest fire puts up somebody's lumber bill. It does more than that. The ground burned over makes the finest kindling for a second, third and even fourth fire. After

that, you can erase the area—be it a square mile or twenty square miles—from the profitable assets of your country or province, **for it is henceforth a barrens.** We need no more deserts in Canada. Let us keep every acre possible under revenue-producing crop, whether that crop be oats or balsam.

You can stop forest fires. You can first practice care whenever you are in or near the woods. Then you can see that your neighbor does not offset your care by his carelessness. Furthermore, you can talk to your local members of the legislature and parliament, and tell them that the people want a thorough system of fire ranging and will back the best forest laws that experience has evolved.

Don't do it only because it pays. Do it because it is right.



Robson Black, Secretary Canadian Forestry
Association, Ottawa, Canada.

WHAT THE CANADIAN FORESTRY ASSOCIATION DOES

Prepares and places through its Publicity Department many hundreds of special articles every year, awakening the public to the need and value of forest protection. Practically all divisions of Canadian journalism, daily and weekly newspapers, weekly and monthly magazines, co-operate with the Association in pressing forward the work of forest conservation.

Every form of publicity is utilized—including the distribution of illustrated booklets to settlers, campers, etc.; placing of cartoon lantern slides in motion picture theatres; and much personal work with governments, corporations and individuals.

The Association assists forest protective organizations, Government forest departments and commercial concerns in distributing information on forest affairs to the Canadian public.

It maintains an illustrated monthly, 'The Canadian Forestry Journal' which goes to all members and to two hundred Canadian editors by whom it is generously quoted.

Conventions are held in various sections of the country to discuss local and national forest problems and to arouse interest in public forest policies.

Series of public lectures are given at the Association's expense.

These are some of the activities of the Canadian Forestry Association now in its fifteenth year.

It is national in scope, without any government or other special affiliation. Financial support is from purely voluntary sources.