

Canadian Forestry Association's work: a nation wide effort to interest the school children in Canada's forests, fire prevention, and tree planting. Perhaps you have heard your clergyman give an address on forest protection as a preliminary to his sermon. Thousands of ministers give such co-operation to the Forestry Association, as do thousands of school teachers.

It would, perhaps, prove tedious to go on and enumerate the full variety of Canadian Forestry Association's publicity schemes launched in a single year. The power of the Association's membership, however, cannot be passed over without a few words.

Twelve thousand Canadians are members of the Association for two reasons: because they believe that forest conservation is the greatest need of present-day Canada and organized effort is the only hope of success, and because they appreciate the Illustrated Canadian Forestry Magazine which is part of the return made for the two-dollar membership fee. This body of influential members is scattered in hundreds of communities, one or two here, fifteen or so there, each acting as a local point of educational contact for the spread of the Association's propaganda. When doctors, storekeepers, farmers, (yes, 2,000 farmers) newspaper editors, bank managers, fruit growers, and almost every class is willing to take a hand in forest protection work, is it too much to suggest that every business man in this Dominion, having a direct interest in the Association's success should take up membership without a moment's hesitation. The membership fee of two dollars only pays for the blank paper and the printing of the magazine. For those desiring to take a larger share in the work, a Contributing Membership at five dollars is quite to the point.

Abraham Lincoln, who knew as few others the main-springs of human action once made a statement which might well be blazoned over the doors of the Canadian Forestry Association:

"In this and like communities, public sentiment is everything. With public sentiment nothing can fail; without it nothing can succeed. Consequently he who moulds public sentiment goes deeper than he who enacts statutes or pronounces decisions."

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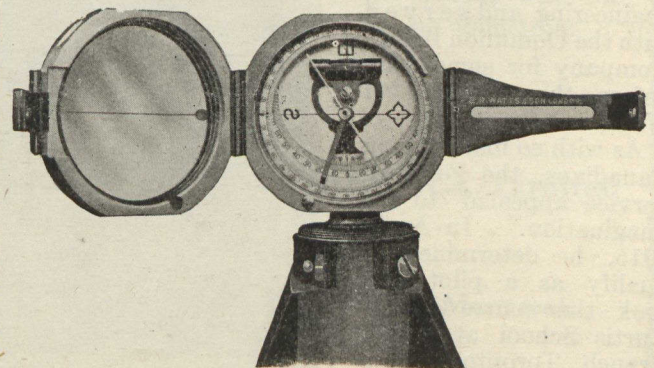
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