

have been able to talk day by day to a great body of men and women through the mediums they are accustomed to read.

Travelling Sets Useful.

We have built up another department, having a constant and unique educational value, viz: the travelling lecture sets. A popularly written manuscript, covering the rudiments of the forestry cause, the common sense argument for forest protection, the problem of land classification, etc. is supplemented by sixty handsome lantern slides packed in a break-proof travelling case. There are now nine of these units in constant action. Two deal with the general story of forestry and fire prevention, two are specially written on the topic of reforesting the deforested lands of Ontario, two treat of tree planting on the prairies, two are devoted to Quebec Province and are in the French language, and one is adapted to British Columbia. These nine sets, going from town to town on the plan of circulating library, reach, it is safe to estimate, from two to three hundred people a day for six months of the year.

The Association's Magazine changed its name to the Illustrated Canadian Forestry Magazine, and in August made an important step forward by changing its form to larger dimensions. The move made an immediate appeal to our members and advertisers and daily letters from many parts of the Dominion assure the Association that the new magazine is greatly valued and closely read. The magazine is vital to our growth, and must continue to improve. Its pages are one of our best propagandis; agencies have served to cultivate an interest in Canada's forest problems on the part of thousands of citizens coming within its influence. The improvement in our advertising revenues, which amounted in 1921 to \$3,661.54, came in a year when advertising in the magazines



In Canada's Far North: on Taltson River, between Great Slave and Athabasca Lakes.

of Canada and the United States fell away forty per cent.

One of the indexes by which the dili-

gence of the Association's office staff may be gauged is found in the fact that nearly 200,000 pieces of educational mail were prepared and despatched in 1921, and this does not take into account 130,000 copies of the Forestry Magazine. Six hundred public addresses were given by the staff in the year just closed.

The Public With Us.

In facing the opportunities of 1922, we are more than ever confident of the soundness of those forestry principles which gave the Canadian Forestry Association its birth and have earned it a steady ascent in public favor. Everything yet accomplished is the produce of co-operation and team work. A very meagre executive staff has been supplemented and strengthened by the goodwill and sacrifice of hundreds of volunteers. Our campaigns have been financed, our results secured, wholly as a consequence of earning public confidence. Propagandist work, however, by its very nature, lives on persistent action. Spasmodic effort is waste. The fields into



On the edge of Coquitlam Lake, B.C.