

areas supplies the reason why all who have standing timber exposed to risk or who have the more remote interest of a lumber yard or a furniture factory should get acquainted with and stand behind any organized Canadian effort to fight forest fires by education. The goodwill of an informed public is worth all the forest laws ever written.

"This is not conjecture," said the National Conservation Congress at Washington, D. C. "Progress differs locally almost exactly with the degree in which propaganda has been successful."

The limit-holders of the Western States agree to such a pronouncement; they back it up to the tune of from \$200,000 to \$300,000 a year. There is not more than a trifling fraction of such an amount spent on educative work by the lumbermen of Canada, outside of the two co-operative associations in Quebec, but the plentiful indications of an awakening to the needs of the situation are most encouraging.

Work Gets Its Reward.

The work of bringing the masses of the Canadian people into intimate touch with the forests and forest industries of the country is mainly in the hands of the Canadian Forestry Association. Without any governmental or other affiliation, this association, composed of public-spirited Canadian citizens (now numbering over 3,700) has waged a campaign for seventeen years. The hard labor expended in the long discouraging period when conservation was a disjunctive term is bearing fruit. Even in the past two years of war heavy additions to the membership and a wide extension of the association's activities have been carried out.

Three-fourths of the day-to-day energies of the association are expended on forest fire prevention through winning public co-operation. Experience in the United States, and to a considerable extent in British Columbia and Quebec, has plainly proved that skilful and

persistent education must travel hand in hand with lookout towers, trails, telephone lines and rangers. How the educative portion of the work is carried out by the Canadian Forestry Association may be briefly indicated.

Practically all newspapers in Canada, daily, weekly, commercial, religious, etc., give the association the fullest assistance in spreading information about the importance of the wood-using industries and the need of guarding their supplies. Hundreds of articles, many illustrated, are prepared and placed. Newspaper cartoons, putting a sermon in a nutshell, are placed with about three hundred papers twice a month. Co-operation is also given to public and private forest agencies in getting important news to the newspapers and magazines, such as prosecutions of settlers, changes in regulations, etc.

Illustrated lectures under the auspices of public societies are given in many parts of Canada. Motion picture theatres are freely utilized to show special fire cartoons between the reels. "Ready-prepared" lantern lectures are sent to ministers, teachers, etc., who have facilities for gathering audiences.

The Printed Word.

One of the most fruitful activities in which the Canadian Forestry Association is engaged is the encouragement of Boards of Trade, Municipal Councils, clubs and societies to take an interest in the forest conditions of their localities and to bring pressure to bear upon provincial and federal authorities for needed reforms in administration or in laws.

The influence of the printed word was never so definite and real as today. The association makes use of print and illustration to an extent limited only by its finances. During the past seven months fifteen thousand copies of "The Boy Scout's Forest Book" were placed in the hands of school boys and girls and their