

ASSOCIATION ACTIVITIES

A Record of C.F.A. Enterprises in Various Parts of the Dominion

THE BRITISH COLUMBIA tour of the Forest Exhibits Car of the Canadian Forestry Association has proved highly successful. The maximum daily audience was reached at Vancouver where six thousand persons visited the exhibits in a single day. At scores of small places practically the whole adult and juvenile population turned out, and the attendance at the afternoon or evening motion picture demonstrations held in local picture theatres and halls and in the open air was exceedingly gratifying. Throughout the B. C. tour the Association has enjoyed the fullest co-operation of the Provincial and Dominion Forest Services and every courtesy that could possibly be extended by railway officials.

ADVERTISING AIDS

AS an example of the ready and generous reception given to the Canadian Forestry Association's plan to have hundreds of commercial companies substitute for their regular advertisement a special forest protection message, running for weeks at a time we quote a letter just received from the Schroeder Mills and Timber Company of Pakesley, Ont. It will be noticed that this company, as in the case of many others, is assuming a considerable expense as a direct contribution to the forest protection cause.

"The Canadian Forestry Association:—Re the three notices you wished published in the local papers, we have sent the whole three to the 'North Star' in Parry Sound, with instructions to renew one of them each month for five months. Trusting this meets with your approval,
Schroeder Mills & Timber
Company,

James Ludgate, Manager."

NEWSPAPER ADVERTISING

HUNDREDS of lumber, pulp and paper and other companies who are accustomed to use newspaper space in local dailies and weeklies have consented to adopt the Canadian Forestry Association's plan of substituting forest protection messages for the regular business copy used in their advertising space. In the aggregate, the plan as worked out represents thousands of dollars spent in a newspaper medium, the

entire burden of which is generously borne by the various companies. A sample of this form of co-operative advertising is attached as to what has been done by the J. B. Snowball Company at Chatham, N. B., in the local press.

FOREST FIRES ARE JOB KILLERS

WE CAN'T AFFORD THEM!

Ninety per cent. of all forest fires are caused by carelessness of campers, fishermen, and other travellers in or near the woods.

Therefore, build your camp fire in a safe spot. When through using it, put it OUT. PUT IT DEAD OUT! Never throw away lighted "smokes" in or near the woods.

Take a few precautions against forest fires, not just because the law says so, but because it is Right.

This advertisement inserted as a contribution to forest protection by

J. B. SNOWBALL COMPANY,
LIMITED

BOY SCOUTS CO-OPERATE

DURING April the Canadian Forestry Association addressed special appeals for forest fire prevention to all of the Boy Scout troops. Immediate and generous co-operation was given by the scout master and by the provincial command. Three of the letters received from scout masters indicate the readiness of this splendid organization to develop forestry education as a matter of good citizenship. The scout master at Revelstoke, B. C., Mr. Taylor, writes: "I have received the pamphlets 'About Camp Fires.' The quantity is just sufficient and I will distribute them to my troop at our weekly meeting tomorrow night. I will do all I can to see that the sound advice contained in the copy is carried out." To each Boy Scout in British Columbia was sent an attractive badge bearing on one side the words "Junior Forest Guard" and on the other "I will do my best to prevent forest fires from starting."

J. L. Donaldson, Scoutmaster, Fernie, B. C.

"Your letter and package of 14th

instant received a few days ago and the pamphlets were distributed to the Fernie troop of Boy Scouts at their last meeting night. While they have not had time to go into the matter thoroughly they all seem quite enthusiastic and unanimously voted to join the Junior Forest Guards and will wear any badge or tags you may forward to distinguish them as such.

With best wishes for success in your great work."

Mr. L. Warren, Scoutmaster Yale, B. C.

"Your letter and pamphlet received. I am pleased to state that the Boy Scouts received them with enthusiasm. I have spoken to the boys regarding the Junior Forest Guards and they were unanimously in favor of it. Many pamphlets were left over so I had the scouts distribute them amongst the school children and I trust that will be satisfactory. Any publications on forestry are always welcome by our troop."

AN EDUCATIONAL TOUR

Messrs. Price Brothers and Company, in co-operation with the Canadian Forestry Association, recently completed a highly effective educational tour of the Lake St. John district attracting large audiences at almost every stop. Another such tour will be organized later on.

QUESTIONS AND ANSWERS ON FORESTRY

EVERY WEEK, one hundred leading Canadian newspapers make use of a quarter column of "Questions and Answers" prepared and sent out by the Canadian Forestry Association. These readable pieces of information and propaganda have proved most popular and the list of papers is being extended.

Commenting on the series, the Editor of the "Canada Lumberman," Mr. G. B. Van Blaricom, said: "These queries are popular in style, timely, helpful and contain a fund of information with which people in general should be conversant."

"Personally we think that this form of publicity in directing attention and interest to reforestation, the worth of Canada's wooded supplies, and the urgency of more effective protection from fires is one of the best things your Association has done or is doing."