

Another Month's Record in Serving Canada

IT IS WELL that the members of the Canadian Forestry Association (which means practically every person reading this issue) should know the day-to-day programme of actual educational work carried out by the Association.

At the moment of writing (April 25th) our Forest Exhibits Car, "a forest protection school on wheels" has completed a tour of Vancouver Island during which

very large crowds, running often to thousands daily, came 'aboard' and benefitted by the graphic instruction of the scores of exhibits. Every evening a motion picture demonstration and lecture was given by the combined efforts of Major Cowan of the B. C. Forest Service, and Mr. G. Gerald Blyth of the Canadian Forestry Association and still more thousands were reached with this highly effective form of anti-fire propaganda.

The Exhibits Car has passed to the Mainland and will cover scores of communities in the Coast and Interior areas, moving later to Eastern Canada.

IF YOU WERE to alight from a train at Bassano today (April 25,) you would see on the siding with flags flying and a crowd of men, women and school children about its doors, the Tree Planting Car which is the second such enterprise maintained by the Association. The Tree Planting Car is not an exhibition car, as is the special car now in British Columbia, but is equipped as a motion picture auditorium, with sloping floor and special seating. With Mr. Archibald Mitchell, Western Lecturer of the Association and Mr. Angus G. Cooch, assistant, this enterprise, now in its third year, is performing a sterling service. There is nothing like direct contact with the individual settler at his own door as a means of getting action in the planting of trees. The whole of Western Canada has given the heartiest welcome to the Tree Planting Car which is now almost a "fixed institution."

OUR NEWSPAPER publicity service is on a new and systematic working basis. There are several hundred newspapers of influence in Canada and scores of magazines. The business of our publicity bureau is to supply news articles and propaganda on forest fire prevention and tree planting. The Canadian Editor is counted as an unflinching friend of the Association's work and readily opens the door to a powerful source of public influence.

Nine Travelling Lecture Sets are moving from town to town each engaging one or more audiences in schools and churches, Y. M. C. A.'s, etc. Two sets deal with reforesting waste lands, two with British Columbia's problems, two with tree planting on the prairies and three with forest fire prevention. These lecture sets reach at least three hundred persons every weekday in various parts of Canada.

THERE IS NOT space here to enumerate the fifteen to twenty other forms of educational enterprise employed by the Canadian Forestry Association. A brief reference will suffice.

The School children of Canada are reached by forest protection talks supplied to the teachers.

The Boy Scouts in many districts are influenced as forest protectors by special editions of literature, badges, etc.

The churches willingly accept our forms of special addresses to the congregations on forest fire warnings.

A great many other avenues, such as the menus of dining cars, cigarette packages, etc., carry Canadian Forestry Association "sermonettes."

Hundreds of advertisers throughout the country substitute our special "fire copy" for their regular ads. in newspapers and magazines for months at a time.

THERE IS no avenue of proven value in the winning of public opinion that the Canadian Forestry Association does not adopt, up to the capacity of its staff and strictly limited revenues. Next month we will publish a statement relating to the Association's work during the month of May.

THE PRICE OF INDEPENDENCE

Dear Member:—

The Canadian Forestry Association is a citizens' institution belonging to no government or commercial interest. Its whole purpose is to uphold and press forward the cause of forest conservation. It is supremely a CITIZENS' CAUSE for the forest areas of our Dominion are public-owned to the extent of 85 per cent and it is primarily the Canadian people as a people who will reap the happy harvest of sane forest management or pay the disastrous penalty that follows the wrecking of the forest estate.

Supplementing our constructive educational work in the protection and proper husbanding of the forest resources, the tree planting campaigns on the bare prairie areas merit equal public attention and support.

Whether in winning the personal help of thousands of Canadians in the prevention of forest fires or in aiding thousands of prairie settlers to commence tree planting, our Association is a true servant of the Canadian people. Organized and maintained on a voluntary basis, the power and influence gained from our freedom from control by governments or commercial interests are focused upon a purely public service. Without independence, the Canadian Forestry Association would amount to little. The price of that independence is as positive as the price of a commercial commodity. It must be paid for in the loyalty and sacrifice of ten thousand citizen members, or the Canadian Forestry Association would go to the wall.

Read in the neighboring columns something of the actual programme of YOUR association.

ROBSON BLACK, Manager.