

special Lecture Car, with sloping floor and a seating capacity of 125 adults. Full electrical and motion picture equipment was included thus providing satisfactory facilities independent of local conditions. Mr. Archibald Mitchell, who joined our staff in the early part of 1920, gave renewed proof of his fine qualifications throughout the Spring, Summer and Fall of 1921. The audiences increased from 10,000 in our first year of Western campaigning to 48,000 last year, all obtained in very small communities. With Mr. Mitchell and his assistant, Mr. Angus Cooch, 396 public meetings were held during the last season, and since the close of the tour Mr. Mitchell has brought the total to 400 meetings on the subject of tree planting for a single summer and fall. In all, 8,500 miles were traversed in six months. Behind the Association's campaign stood the Western newspapers with remarkable generosity, and thanks is due in no less degree to the organized agricultural societies and to the branch managers of our chartered banks. The gift of free haulage by the railways for both our Association cars is recognized with most hearty gratitude. Wherever the Association's flag made its appearance, the courtesy and friendly help of the railway company executives and staff were given without stint or hesitation. The Government of Saskatchewan too, has our thanks for placing every facility at our disposal, and for including our car and staff as a feature of their Better Farming Train for five weeks tour. Through the Saskatchewan Government also, with Mr. Mitchell's aid, a new tree planting film

has been prepared and will be employed in our campaign for 1922. Mr. Mitchell's work has been recognized by the University of Saskatchewan which has joined hands with this Association by employing him on its teaching staff for extension lectures during a portion of the winter.

An Influence in the West.

That this Tree Planting Campaign is performing pioneer work of real magnitude is the consensus of opinion of those Western authorities most familiar with the needs of the country. It has not been a process of merely scattering good advice, but of converting thousands of indifferent settlers to actually set about tree planting, to show them the shortest and surest route to success in that field, to correct past mistakes in tree planting in numerous districts and to change failure into success. The men in charge not only delivered illustrated practical talks and gave demonstrations, but travelled to scores of farms away from the railway to help individuals and societies with their local problems.

As we made our entry into the special forestry problem of the prairies two years ago, so this past year we hope will represent the Association's active entry as a constructive influence in the forestry problem of British Columbia. The holding of a Forestry Convention at Vancouver on September 19th and at Victoria on September 20th performed a service of more than transient value. It brought together leaders in all branches of the wood-using industries and technical foresters. It induced specialists to assemble new data for important and helpful addresses which ultimately reached thousands through the newspapers and magazine press who were unable to attend personally. The addresses were keyed to the everyday problems of the British Columbia forest industries and the Government forest administration and local lumber journals and newspapers freely congratulated the Forestry Association not alone on the large attendance but the strong and practical calibre of the topics and their treatment. The Association was represented at the Convention by the President and the Secretary, and by most of the British Columbia directors. Since the convention, arrangements have been made to apply practically all of our educational methods to British Columbia, and in this we enjoy most friendly relations with the Forest Service, and the several associations into which the forest industries are organized.

Lectures During Winter.

Another undertaking which introduces to some extent a new avenue for educational work is the giving of forest protection lectures during the winter in the back settlements of timbered districts. We have made arrangements this winter to send a

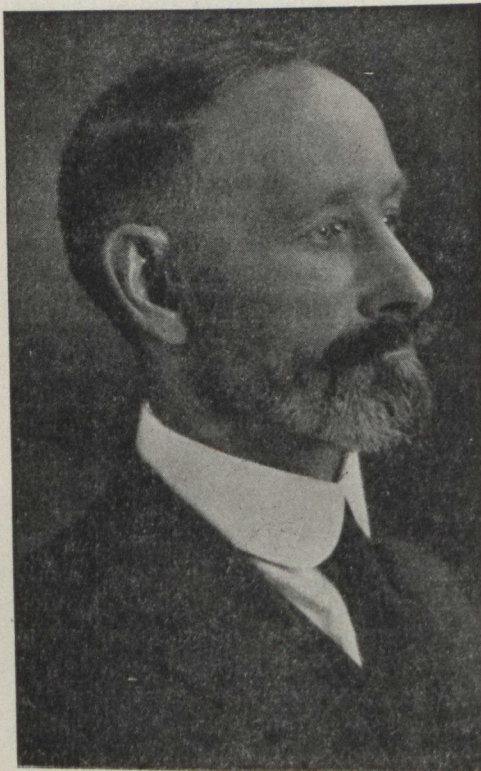
well trained French speaker and Mr. Cooch of our own staff with complete electrical and motion picture machinery into four counties of northern New Brunswick where much of the travelling will have to be done by sleigh. Part of the expense is being paid by the Government of that province.

We have endeavored in the year under review to establish closer educational relations with the school children in all parts of Canada by two methods:

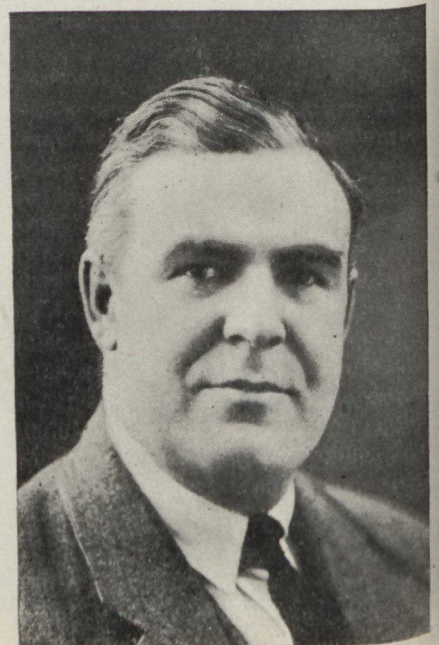
Enlisting the interest of their teachers by an extensive circulation of forest protection talks, which were read in the classrooms to a great army of young Canadians. The undertaking covered every province except Manitoba which supplied us mailing lists too late for use. Illustrated lectures sent to teachers and local speakers, as well as the work done with many child audiences by our own lecturers made an impression regarding which many favorable testimonials have reached us.

Our Speakers Bureau, also, has done good work. This Bureau has three hundred volunteer members in three hundred communities who undertake public addresses with the aid of the Association's manuscripts. The cumulative effect of such effort cannot fail to influence great numbers of the younger generation.

The columns of the daily and weekly newspapers of Canada hold out a welcome to forest protection publicity as at no time in recent history. This is but one of the signs of awakened public interest in the subject of conservation for the editor's judgment usually reflects the preference of his readers. By designing attractive forms of publicity such as a series of articles written for the papers of each province by the Provincial Foresters and placed by us, and by a series called "Questions and Answers on Forestry" which is a weekly feature with sixty influential papers, we



Archibald Mitchell, Lecturer on Tree Planting in the Prairie Provinces.



George A. Mackie, Publication Manager.