

\$4,468 from lumber companies, \$6,425 from pulp and paper companies and \$305 from miscellaneous contributors such as coal mining companies.

Ninety-eight firms contributed in 1920 and 86 in 1921. There is ample reason for believing that practically all of the firms refraining from contributing in 1921 were forced to such action by the slump in trade and will be with us whole heartedly as soon as business revival sets in. It is especially gratifying that many of the pulp and paper companies, even under depressing circumstances greatly increased their grants.

At this point in our report it may be well to discuss the prospects for financial support in 1922. We have reason to believe that one corporation, not previously a money contributor, although most generous with free services and materials, will come in for an annual grant of fifteen hundred dollars. Efforts of our directors in the Western provinces to organize financial support for the Association are bearing fruit, and some new money is expected from British Columbia timber holders, as well as new contributions from the efforts of directors in Alberta, Saskatchewan and Manitoba.

An improvement in business sentiment will also automatically bring increases in membership fees and in our advertising receipts.

How the revenues have been applied and how the purposes of the Association have been carried out are our next consideration.

How the People are Reached.

As the Association is an educational body, and the first forestry problem is

fire prevention, the Association staff has endeavored to reach and convince the maximum number of people that forest protection should become their personal policy and the policy of their governments. To that end we used eighteen various methods of propaganda.

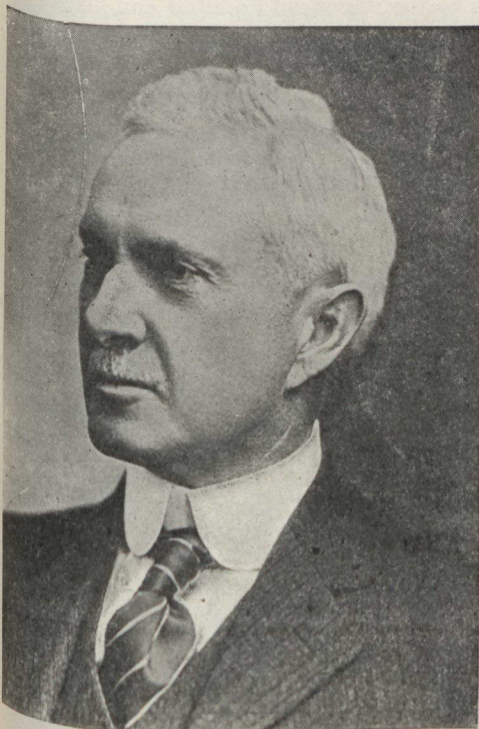
The Eastern Forest Protection Car, equipped with graphic exhibits, and bringing to hundreds of communities its daily lectures and motion picture warnings has been especially effective. Where less picturesque methods would attract a few dozen inquiries the railway car method drew thousands. In a season's travels of 8,630 miles, this car attracted 135,000 people and was responsible for 185 public meetings on forest protection. This is more than double the mileage and three times the attendance which characterized a similar effort in 1920. From Halifax Fort Frances, Ont. this enterprise made its influence felt, as is well attested by local authorities. When in French speaking districts of Quebec, as was the case for months, French speakers took charge, by courtesy of the Quebec Forest Service and the language of the district became the standard of the car, its banners, explanatory signs and literature. In Nova Scotia, in almost all parts of New Brunswick, along the south shore of the St. Lawrence of Quebec, and over hundreds of miles south to the United States border, unvarying crowds amounting sometimes to two thousand daily displayed a serious interest in the Car and its forest protection message and thronged the meetings, frequently necessitating the holding of three and four lectures a day. In the Lake St. John Region, on the National Transcontinental in Central Quebec, and on a protracted course through northern Ontario, the interest of the general public was immediate and sincere. Mr.

Blyth, the Assistant Secretary, handled the car with efficiency and throughout the season from May to December employed a total of seven assistants. We have had several unique and instructive models built for the 1922 tours, which cannot fail to drive home special phases of the forestry problem so that even the youngest child will quickly understand and retain the lesson. The educational principle on which the Exhibit Car is based is scientifically sound and has proved of very great service in making a rapid and lasting impression of a definite point on the maximum number of people with the shortest expenditure of time and money. It is a good method for reaching and impressing crowds.

Plans have been put through for sending both the Exhibit Car and the Association's Lecture Car for two months' tour of British Columbia in March and April next. The enterprise has been assured of a hearty welcome from our friends at the Coast.

At Work on the Prairies.

The Association Tree Planting Campaign in the three prairie provinces is now known far and wide and has already won endorsement after two seasons effort. This project in an educational way supplements the excellent work of the Tree Planting Division of the Dominion Forestry Branch. It carries helpful information on the value of shelter belts, the proper methods of planting, the selection of trees, the effect of tree planting on farm prosperity and home comfort to thousands of prairie settlers who otherwise would not receive such help. For this purpose we equipped in April, 1921, a



C. E. E. Ussher, Esq., Retiring President.



Robson Black, Manager and Secretary,



G. Gerald Blyth, Assistant Secretary.