

daily to accommodate the requests of schools and the adult public.

It is well to explain here that the portion of our Association funds, properly applicable to the Exhibition Car, has made it necessary during the past two years to build up the exhibits from borrowed material, without much regard to a definite educational plan. We want to secure a larger and newer coach for this year and to equip it in such a manner that the visitor will carry away a distinct and permanent impression of the car's object.

In addition to the lectures associated with the travels of our railway coaches, we engaged Mr. J. A. Doucet, for two campaigns in the Temiskaming region working out from Ville Marie, Quebec, and the Lake St. John region where series of large and unquestionably influential public gatherings were held. Recent reports from the fire rangers of these districts refer eulogistically to the good results accomplished and ask for an extension of the work in the future. Mr. Doucet carried into the back settlements one of our electric generators and was able to present the first motion pictures seen by hundreds of people. That these pictures were fire prevention propaganda did not by any means weaken the service done to forest protection in those districts.

Developing the Journal.

In holding our members together and quickening their interest in forestry and kindred subjects, our official publication, the *Illustrated Canadian Forestry Magazine*, has rendered prime service. With sharply rising costs of publishing we faced the alternative of deteriorating the quality of the magazine, thereby forfeiting our likelihood of new members and possibly the allegiance of some of our old members, or building up the magazine to large size and taking the consequences, both favorable and adverse. We feel satisfied that the Association has gained greatly by keeping up the high standard of the magazine. It is now 60 pages as compared with 48 pages last year. Each issue contains numbers of original articles and attractive illustra-

tions while the confidence of many national advertisers has been won and we look forward to overcoming the entire cost of publication by advertising revenue. At the close of 1920 our books contained advertising contracts amounting to \$5,000 which in itself is ten times the advertising revenue of the magazine in 1919.

The membership of the Association increased in 1920 by three thousand, which, with allowance for resignations, deaths and the list of missing, gives us a healthy membership strength of 12,500 with which to commence 1921. By no means was the past year propitious for the growth of such a body as the Canadian Forestry Association. Business uncertainty and foreboding tempted prospective members to postpone action and only the improved quality of our *Forestry Magazine* was able to secure us headway. Corroboration of this general experience of public associations in membership's growth is supplied by the record of other associations in this country and the United States.

Financial Progress.

We come now to our concluding subject: The Association's experience in financing its programme. Outside of our membership fees, we have no source of money except what can be annually procured from friendly governments and private corporations. The record for 1920 shows a total of \$38,418.94 as compared with \$20,071.88 in 1919. The revenue for the year just closed represented an increase of 91 per cent.

Government grants for 1920 were \$8,850 as compared with \$4,600 in 1919, an increase of 92 per cent.

Special subscriptions were secured in 1920 to an amount of \$15,290, as against \$6,840 in the previous year, an increase of 123 per cent.

Membership fees advanced from \$7,584.78 in 1919 to \$12,973.75 in 1920, an increase of 71 per cent.

Advertising revenues of the *Forestry Magazine* advanced from \$532.75 to \$1,968 in 1920, an increase of 269 per cent.