

This is the Year's Story of Your Association

Canadian Forestry Association Developed in all Departments During 1921, and launches on Larger Plans for the Present Year.

In a year when voluntary associations in Canada and the United States have usually reported reduced memberships, reduced revenues, and a less healthy business condition, it is gratifying to report to the members that the Canadian Forestry Association has maintained in nearly all departments its steady advance as chronicled for many years past.

Following is a brief survey of the Association's income, all of it from voluntary sources, for the past seven years:

1915	\$ 5,279
1916	7,182
1917	11,192
1918	14,296
1919	20,067
1920	38,418

And for 1921, \$47,836.58, an increase of \$9,418 over 1920, which with our surplus carried forward from the previous year, made available for our work, \$49,850 in the twelvemonth just closed.

The increase in cash receipts during 1921 over 1920 amounted to 24.5 per cent.

The sum of \$47,850, however, does not represent the Association's total income, for the donation of materials and services from various sources, amounted to more than \$14,000 additional. Thus the Association utilized in the prosecution of its work in 1921 a total in money, materials and service value of over \$60,000 or at the rate of \$5,000 a month.

This increase is attributable to a development of government grants, to mem-

bership fees, and to advertising in our Association Magazine. Government grants were \$15,050 in 1921, as compared with \$8,850 in 1920, giving us a seventy per cent increase.

Our members paid in fees \$14,899.79 in 1921, as compared with \$13,066.75 in 1920, an increase of 14 per cent.

We secured 2,200 new members, while 800 were discontinued through death, or by resignation, giving us a net of 1,400 representing an increase of about ten per cent.

The membership growth is summarized as follows:

1914	2,900
1915	3,400
1916	4,500
1917	6,500
1918	8,000
1919	10,000
1920	12,500
1921	13,000

From the latter figure it will be seen that, while we secured 2,200 new members, giving us 1,400 net, we are, however, taking the precaution to credit ourselves with only a nominal net gain of five hundred members placing the balance of nine hundred against possible loss in resignations over the year-end, when new accounts are sent out.

The loyalty of our members deserves more than passing comment. The majority undoubtedly recognize and accept to the full their personal responsibility in the cause of forest conservation in this Dominion. With no selfish interest to serve, they express their sense of practical pat-

riotism in supporting a cause which in their opinion makes Canada's future prosperity more secure.

It is but fair to assume that in a year of fewer financial discouragements and cheerier business spirit, our membership will grow by many thousands.

Private Subscriptions.

During a period when companies were seeking new financing, writing down inventories and contemplating a sluggish and unpromising market, a voluntary educational association was bound to suffer by comparison with other and more prosperous years. Such in fact was the Association's experience but to only a nominal extent. Our total of company cash subscriptions in 1921 was \$14,188 as compared with \$15,250 for 1920, a decrease of \$1,062, although if we include free materials and free service placed at our disposal by companies, the Association's total by way of grants in money and material equivalents was easily five thousand dollars above 1920. Our 1921 company cash subscriptions, while behind 1920, is more than double the total of 1919. Company contributions in cash to the Association over a period of recent years are as follows:

1916	\$ 1,010.10
1917	2,235.00
1918	3,759.00
1919	6,840.00
1920	15,209.00
1921	14,188.00

Of the amount received in this way for 1921, \$2,990 came from firms interested in our Prairie Tree Planting Campaign.



Honorable W. L. Mackenzie King, Honorary President.



Dan. McLachlin, Esq., President, 1922.



R. H. Campbell, Esq., Vice-President.