

were used by the railways and coast steamships attached to menu cards. Such pieces of printed literature as 25 thousand blotters for use in Quebec, 10 thousand printed warnings, 10 thousand badges for School Cadets and Scouts, 15 thousand membership badges for boys of the Young Canadian Forest League — these and other lines of literature were issued by us and usefully distributed.

Another step taken in 1922 was to apply for incorporation of an association to more exactly define and limit the financial responsibility of Directors, members and officers. The papers were drawn up by our solicitor, Mr. F. H. Chrysler, K. C., of Ottawa, who generously contributed to our work the usual solicitor's charge for such undertaking, amounting to about one hundred dollars

#### Membership.

The membership of the Association neither lost nor gained in 1922. It is true we secured 1,300 new members but this only overcame the normal shrinkage through deaths, removals, resignations and cut-offs for non-payment. Our experience in obtaining new members was in line with that of nearly all other voluntary associations, which found that disturbed business conditions made the average Canadian cautious of even small expenditures and took off the edge of an appeal to join a public welfare organization. Furthermore, we discovered along with other similar organizations, that the appeal by letter to prospective members has temporarily, at least, exhausted itself and that the only effective and economical method of increasing membership is by direct personal solicitation through paid organizers. This involved a question of larger staff and a planned campaign. We chose rather to postpone for the moment such an undertaking and concentrate our money and efforts on our main function as propagandists, meanwhile building up the magazine as the basis of a 1923 drive for new members.

#### Progress of Magazine.

The Illustrated Canadian Forestry Magazine has taken on the status of a national publication. The regular issues in the latter part of 1922 reached 68 pages as compared with 52 pages prevailing in 1921. With this improvement and with more attractive typography, the more liberal use of

illustrations and higher standard of editorial matter, we managed to reduce our printing contract and paper bills so that the monthly outlay under these heads is little greater than for the more modest publication of the previous year. The acceptability of the new magazine to our members is abundantly evident from our daily mail and its value as a propagandist organ has been proportionately enhanced.

A new policy was entered into early in the year whereby Mr. George A. Mackie was secured as Publication



GEORGE A MACKIE

Publication Manager, Canadian Forestry Association.

Manager and his services not only in the developing of new advertising but in preparing and supervising each issue have been exceedingly valuable. Mr. Mackie has been with us only nine months of the 1922 period and the net advertising revenues for the year were increased to \$8,203.05 as compared with \$3,661.44 for the previous year, an advance of \$4,641.61 or 210 per cent. However, an additional \$1,402.23 was earned in the latter part of the year from advertising, all of it on good accounts but the payment of which will fall in 1923. Inclusive of the latter unpaid amount our advertising earnings in 1922 totalled \$9,605.28, or over 264 per cent. above 1921. The aim of the staff is to make the magazine advertising carry the entire publication cost as nearly as possible and thereby place at our disposal for other educational work the whole of the receipts from membership fees. Those acquainted with magazine publishing will realize that a good part of our 1922 endeavors with the Forestry Magazine were in the nature of promotion work with national advertisers, the effect of which is often not reflected immediately but which must be done to make sure of future business. As a financial proposition our

Forestry Magazine is in an uncommon position of a growing publication which must be developed from current revenues with no investment of capital.

#### Financial Experience.

As to the financial statement of the Association for 1922, the Treasurer's audited accounts show a total income of \$59,320.39 as against \$47,836.57 for 1921, which with our balance from the previous year made available \$61,333.82, the increase in revenues representing 24 per cent. or \$11,483.82. Government grants increased from \$15,050.00 to \$17,150.00 or 13.9 per cent. Special subscriptions secured from private sources were \$18,782.00 as compared with \$14,188.00, an increase of \$4,594.00 or 32 per cent. (Appendix A with list of subscribers.)

In regard to these company and individual subscriptions, the list represents many new subscribers and, as well, the falling off of a number of old supporters although the latter will for the greater part be with us again when business conditions improve. We have to thank the Executive Committee of the Canadian Pulp and Paper Association for the unqualified endorsement of our work and the accompanying recommendation that their members rally to our support. This proved to be a substantial aid. Our balance on hand at the end of the year was \$3,966.11 as compared with \$2,013.43 the previous year. This total of \$59,320.39 does not cover fully the 1922 resources of the Association for the value of contributed material and services forms an additional \$12,000.00 available for our enterprises.

It has been the custom in our annual reports to give the chronology of our growing income. This, for alternate years, is as follows:—

1915.....	\$ 5,279.00
1917.....	11,192.00
1919.....	20,067.00
1921.....	47,836.57
1922.....	59,320.39

The staff of the Association are more and more convinced of the positive patriotism and high economic value of the educational tasks entrusted to us. What has been done represents only the beginnings of the Association's usefulness to this Dominion. With what we have learned from our past experience and with the stimulus of increased public confidence the year 1923 holds out opportunities which will challenge our utmost efforts.