

As the financial income and volume of field work increased, it was found necessary to secure larger quarters and to add an Assistant Secretary, Mr. Gerald Blyth. This was done in the early summer.

Inasmuch as the ordinary educational methods of the Association have been described in previous annual reports, mention will here be made only in the briefest form of the operation of these agencies.

The best testimony to the reception given the Association's newspapers contribution is the fact that in no year have the Canadian dailies and weeklies contained so much editorial comment favoring forest conservation. The prairie province papers, in turn have been highly generous in their discussions of tree planting, for shelter belt purposes. This favoured treatment by the Canadian press was supplemented in generous manner when thirteen publications agreed to give insertions to the Association's advertisements of its aims and objects. This was tantamount to a gift of many hundreds of dollars to our work, and is here-with gratefully acknowledged.

On the Prairies.

Some special reference should be made to the inauguration of our Tree Planting Campaign in the Prairie Provinces. This was made possible by the private subscriptions of business firms who realized that the economic consequence of extensive shelter belt planting in helping to offset soil drifting, wind damage to crops, and as an improver of home surroundings, justified an educational campaign. For this task we secured Mr. Archibald Mitchell, a western tree planting expert with marked ability as a propagandist. From the beginning of June to the middle of October, Mr. Mitchell and his assistant, Mr. A. Cooch, worked industriously holding 170 public meetings and by direct and indirect methods stirring up a serious popular interest in the purpose and methods of tree planting on the prairies, such as could have been accomplished in no other way. By the courtesy of the President of the Canadian Pacific Railway Company, a railway coach was loaned to us, which we equipped as a

motion picture auditorium, with special electric generator and machines, with special tree planting films. Mr. Mitchell, in the course of his work with audiences of adults and school children was able to assist many municipalities and public societies in establishing town parks and beautifying municipal surroundings. He provided complete working plans for many communities. We are under no delusion that miraculous results can spring from a single season's campaign. The enterprise, however, was highly appreciated by the Western people, and has done a pioneer work that will show substantial consequences in the near future.

It is the Association's present plan, with approval of the provinces directly concerned, not only to repeat in 1921 the work done on the prairies last year but to double the length of the working season.

East of Manitoba, our Eastern Exhibition Car, loaned us by courtesy of the President of the Canadian National Railways, was in service from June 1st to nearly the middle of December in charge of our own men for the greater part of the time. The Association herewith thanks the Government of Quebec for the services of Mr. Valin and Mr. Trottier who ably aided us for some weeks at the end of the season.

50,000 Attendance.

The object of the Forestry Exhibition Car was to interest the public in the products of the forest and to impress the necessity of forest protection. Meetings were held daily, with motion picture demonstrations, and short lectures. It is a conservative estimate to place the total attendance of visitors at the car during the 1920 season at 50,000 and the total number of people at the evening meetings held in connection with the car's visit at 20,000. The route of this car covered from Sault Ste. Marie, Ontario, to Saint John, New Brunswick. During the late Fall tour in Central Quebec, the public interest in the Car was truly remarkable. Our French lecturer was sometimes obliged to hold as many as five meetings