

# ASSOCIATION ACTIVITIES

A Record of C.F.A. Enterprises in Various Parts of the Dominion

## IS THE PRAIRIE WEST DOWNHEARTED?

From the diary of the Canadian Forestry Association's Tree-Planting Car, now in Southern Alberta, moving Eastward to Saskatchewan and Manitoba:

"There is no end of public interest shown. The car is filled every night to capacity, besides having the school children in the forenoon and sometimes in the afternoon as well."

"We had a fine meeting on Monday. The Normal students numbered 200."

"On every hand we find plain indications that the tree planting movement is becoming general throughout the West. One can hardly pick up a paper without reading something about it. Most of the bigger places have had their Arbour Day this year and with fine success."

"Duchess, Alberta, April, 1922: 'We spoke to 45 children in the afternoon. Good audience at night. Discussion lasted until midnight.'"

"Jenner, Alberta: 'Had 72 children and teachers this morning. All of them greatly interested. Many had never seen movies before.'"

"Empress, Alberta: 'During morning many visited the car looking for advice. In afternoon 67 school-children came aboard. Evening lecture attended by 109 people including a delegation of 27 business men.'"

"Bassano, Alberta: 'Had 136 people in car, chiefly adults, looking for information and taking in every word of the lecture. A good, sound discussion followed. Meeting lasted until midnight.'"

"Prelate, Sask.: Roads well nigh impassable. However, we had an audience of 125 school children and teachers in afternoon, in evening 150 (grown-ups mostly) came from surrounding districts."

"Sceptre, Sask.: 'Fine audience of children in afternoon and the evening lecture was again packed. A most interested crowd with plenty of discussion.'"

"Portreeve, Sask.: 'Evening lecture attended by 107. A remarkable audience considering the state of the roads and the bad weather. A good discussion followed until after midnight.'"

So runs day after day the record of Public Service

of the Tree Planting Car and its lecturers in the treeless areas of the Prairie Provinces.

This is Education simplified, Education for a definite and vital object.

This is Education giving maximum and permanent results at trifling relative cost.

Between April and November last year, the Canadian Forestry carried tree planting propaganda to over 50,000 prairie residents.

## EXHIBITS CAR, A STRONG INFLUENCE.

**M**ANY highly favorable comments on the notable success of the Canadian Forestry Association's Exhibit Car in its British Columbia run have been received by the Association officer. The following written by an experienced forester is particularly appreciated:

"The Canadian Forestry Association's exhibit car closed its tour of the Railway Belt and of British Columbia at Malakwa yesterday. I desire to take this opportunity of expressing my utmost appreciation of the value of this car in promoting interest, understanding, and co-operation by the public in matters pertaining to the forest and forestry."

"I will admit that, before the arrival of this car, I was somewhat skeptical of the results that could be obtained, but 'I have been shown' and henceforth your Association will have no more enthusiastic advocate of this form of publicity than the undersigned."

## 300,000 PERSONS REACHED DAILY.

**O**N a conservative estimation the forestry propaganda of the Canadian Forestry Association is now reaching 300,000 persons daily.

The Association is continually adding to its educational schemes. During the first part of June arrangements were made for the circulating of a series of striking forest fire photographs to all the chief newspapers of Canada, the Association supplying the pictures in the form of matrices and stereotypes, each accompanied by a brief article dealing with the prevention of forest conflagration.

## The Prairie Campaign in a Nutshell

At July 9th, the following was the record of the Tree Planting Campaign carried on by the Canadian Forestry Association in Manitoba, Saskatchewan and Alberta this year:—

Miles travelled by the Tree Planting Car since April 1st, 1922.....	4,624
Attendance.....	41,337
Public meetings held.....	334

Readers who might reasonably think that two public meetings daily, with demonstrations, motion picture exhibitions, etc., would be a fair day's work for the Canadian Forestry Association's lecturers on the Tree Planting Car, (Messrs. Mitchell and Cooch) may be interested in learning that during the period when the Association's Car travelled with the Saskatchewan Government's Better Farming Train, as many as 51 lectures were delivered by our men in a single week, an average of more than eight a day.