

ATTENTION PLEASE

This Affects Every Member of the Canadian Forestry Association

Every recipient of this issue of THE CANADIAN FORESTRY JOURNAL is a member of the Canadian Forestry Association.

THE JOURNAL is the Association's line of communication between the executive staff and the fast-growing membership. But after all, THE JOURNAL is only incidental to your personal effort in the national cause of forest conservation. To you the publication may be good company, but the real spear head of constructive propaganda is the Association itself, its vigorous groups of members in a thousand towns, its lecturers, its successful campaigns to secure better laws and administration, its Railway Forestry Car; its motion pictures; its publicity bureau.

The Journal has its own worthy place, but the power that performs actual aggressive educational service is the organized membership working through a small executive staff at Ottawa.

We cannot emphasize too strongly that the Association is not a Government Department or an appendage to any commercial body. It represents Community Interest in forest conservation; it represents you as a Citizen.

We take for granted, you'll stand by the Association in 1920. It ought to be the greatest year in our history. Remarkably few men drop membership from year to year.

WHERE YOUR ANNUAL FEE GOES.

The Forestry Journal used to be a 16-page pamphlet. In those days the membership fee of one dollar paid the printer and left a fine surplus for the general work.

To-day, the printer takes every penny of your dollar fee for the paper and printing cost of our present publication. Advertising revenues are negligible. We do nothing more with the total of membership fees than to pay publication costs. And 1920 paper and printing prices will be even higher.

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