

Then lunch, and naps. And then Mr. Denver was waiting for us again—this time with all sorts of fruit mysteriously concealed about his person—to lead us out on a wonderful walk, up hill and down dale, and through pine-scented woods, to a craggy summit where the lake and the Chalet and all the beautiful valley about it, were outspread before us—and the sun dropped lower and lower toward the horizon while we ate chocolates and pears and plums, and

Mr. Denver related the plot of "The Wood-Carver of 'Lympus'"—for even a corporation lawyer has his softer moments, you know!—and encored that with the favorite Western yarn (suggested by our morning's row) of that tenderfoot who started out "to walk to that mountain right over there before, before breakfast", and who, when rescued at 2 p.m. with the deceitful mountain as far away as ever, tried to swim a three-foot irrigation ditch on the way back,

because "you can't fool me about this river, anyway!" . . .

Once more we traversed the piney trail to the Chalet with its hospitable warmth and cheer; there was a gay three-cornered dinner, and then while the darkness fell we watched the flames leaping on the broad hearth, and the soft strains of the string trio floated in to us—snatches from "The Tales of Hoffman," full of poignant sweetness—the ideal ending of our halcyon days at Lake Louise.

THE LOG OF THE GOOD SHIP "PROPAGANDA"

Some of the daily experiences of the Canadian Forestry Association's Exhibit Car in Ontario and Quebec.

"In this and like communities, public sentiment is everything. With public sentiment nothing can fail, without it nothing can succeed. Consequently he who moulds public sentiment goes deeper than he who enacts statutes or pronounces decisions."

ABRAHAM LINCOLN.

THERE is little use bemoaning the plague of forest fires and railing against public indifference and carelessness, if some corrective action does not follow. The policy of the Canadian Forestry Association is to frankly face the fact that forest fires are due to an absence of public interest in the forest resources and to go direct to the people with constructive and popular propaganda. This is the aim of the Canadian Forestry Association's Exhibit Car which is attracting thousands of people daily. In the evening a motion picture demonstration of forest protection is given, with a suitable lecture. Much informative literature is also distributed to visitors to the car.

Following is a partial summary of the daily experience of the Association Car in relatively small communities:—

St. Jerome, P.Q.: Visitors to car, 1,400; at evening lecture, 2,000.

Shawbridge, P.Q.: Visitors to car, 600; at lecture, 400.

Montebello, P.Q.: Visitors to car, 450; at lecture, 600.

Fassett, P.Q.: Visitors to car, 600; at lecture, 500.

Calumet, P.Q.: Visitors to car, 500; at lecture, 450.

Lachute, P.Q.: Visitors to car, 800; at lecture, 1,200.

During this tour, Mr. Napoleon Lemay acted as French lecturer, fulfilling that office with much distinction. He was succeeded by Mr. J. G. Guilmette who proved most popular and effective with his audiences.

Mont Rolland, P.Q.: Visitors to car, 600; at lecture, 500.

Ste. Agathe, P.Q.: Visitors to car, 1,800; at lecture, 1,500.

St. Faustin, P.Q.: Visitors to car, 450; at lecture, 600.

St. Jovite, P.Q.: Visitors to car, 650; at lecture, 450.

Nominigue, Labelle and Mont Laurier were also visited with a similarly good public response.

The itinerary then turned for a time into Ontario, where Braeside, Renfrew, Eganville, Pembroke, Mattawa were visited, turning for a day into Quebec at Temiskaming, thence to Sturgeon Falls, North Bay, Latchford, Cobalt, Haileybury, New Liskeard, Matheson, Timmins,

Iroquois Falls, Cochrane, Kapuskasing, Fauquier, Moonbeam, Hearst, Franz (on Algoma Central), Sault Ste. Marie, Thessalon, Cutler, Espanola, Sudbury, North Bay, and points on the Canada Atlantic into Ottawa. Following are typical daily experiences:—

Pembroke: Civic holiday and wet weather. Total attendance at car approximately 3,500, with 1,500 at lectures.

Temiskaming: 500 at car, 600 at lecture.

Renfrew: 5,800 at car, 1,500 at lectures.

Sturgeon Falls: 4,000 at car, 1,800 at lectures.

North Bay: Mayor Ferguson opened car at 11.30 a.m. From that time on, a continuous stream of people. Total attendance about 4,000 in one day, with 3,000 following day and 1,800 at motion pictures. All traffic prohibited in our interest on street near station.

Cobalt: 900 at car and 1,100 at lectures.

New Liskeard: 1,800 at car and 1,200 at lectures.

Thus proceeds the educational mission of the Forest Exhibits Car, an enterprise controlled by the members of the Canadian Forestry Association. Once more, acknowledgement must be made to the railway companies and the T. and N. O. Commission for their unfailing courtesy in facilitating the car's prompt movement from place to place. From President or Chief Commissioner to the junior employees at a village station, the railway car enterprises of the Canadian Forestry Association have been assisted in every way with personal kindness and model efficiency.

Become a Member

Every Canadian interested in the forests from any angle should be concerned in forest protection. To accept membership in the Canadian Forestry Association is the one best way of making your conservation beliefs effective.

I hereby request membership in the Canadian Forestry Association and enclose my cheque for \$.....

Indicate class of membership

Ordinary Membership, including Canadian Forestry Magazine	\$2
Contributing Membership, including magazine.....	\$5
Life Membership, including magazine.....	\$25

Name.....

Address.....