

business will stagnate and the brain and brawn of the nation will seek foreign fields of endeavor.

Why then spend so much of our mental energy discussing the tariff when with all the other lobes of the brain, we are consciously or unconsciously allowing the destruction of the raw material which, when worked upon by the industries concerned, constitutes the second largest contributor to the nation's wealth?

### **The forest a mighty employer**

The official statistics give the three largest sources of wealth as agriculture, manufacturing and forest products — the farm, the factory and the forest — but the conversion of wood in its various forms into finished products is included under the head of manufacturing. This makes the forest with its products stand second as an employer of labor and a producer of wealth. In fact the pulp and paper industry is probably the largest single manufacturing industry in the country today, based on capital invested and value of products. Yet the supply of raw material for this and certain wood using industries is rapidly approaching exhaustion. The end is much nearer than men in position to know, dare admit—perhaps even to

themselves, certainly to the public. This state of affairs is chiefly due to the unrestricted fires in the past and to the inadequacy of fire protection methods at the present time. The extent of the annual fire ravages expresses inadequacy but it does not express inefficiency or lack of responsibility on the part of the forest fire fighting organizations.

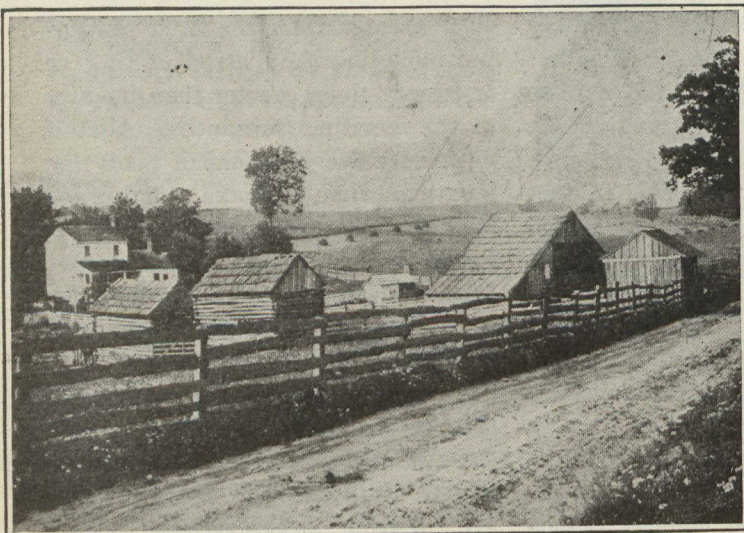
### **The power of public opinion**

The greatest instrument ever invented for fighting forest fires is public opinion and this the organizations do not have behind them to an adequate degree. Witness the fact that over 90% of the forest fires in Eastern Canada are caused by human carelessness and therefore would never occur if the perpetrators cared. Suppose that 90% did care, then how soon the forest fire menace would disappear! Only a few years ago, it was practically impossible in the north country to obtain a conviction for setting forest fires and there are still many localities where magistrates refuse to impose a fine upon a man convicted of setting a fire that destroys timber worth thousands of dollars, yet these same magistrates may send a chicken thief to prison for a year! The simple and tragic truth of the matter is that the public

in general is not interested in forest fire protection. Not more than 20,000 people in Canada have an interest in the forests or have any appreciation of the extent to which they maintain the industries of the country. Not one person in five hundred cares whether the forests burn or not. Adequate fire protection in the forest under such conditions is just as impossible as it would be in the city of Toronto, Ottawa or Quebec under a like condition of public opinion. In its actual significance the fire protection problem is quite simple: the people must choose between forest fires and functioning factories. The wood using industries can not continue to increase the wealth of the country by millions of dollars a year unless the occurrence of forest fires is reduced to a minimum.

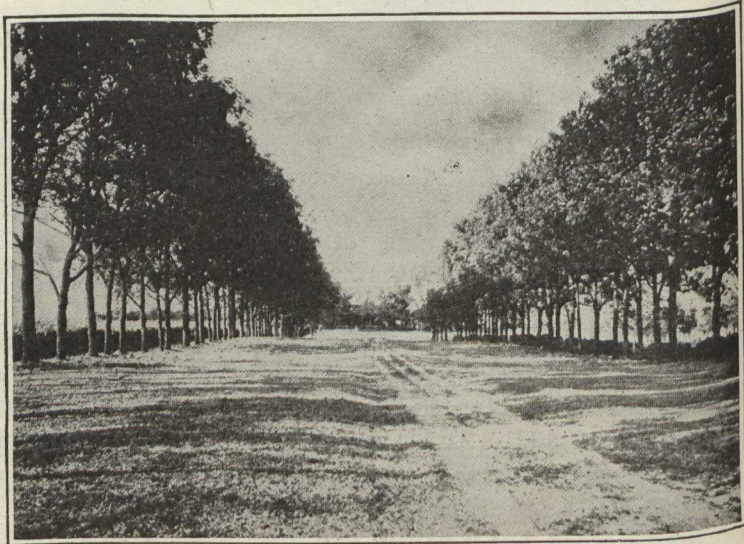
Like the poor, the tariff we will always have with us, but commercial trees in adequate quantities we will not always have with us. It would more completely serve the purposes of patriotism and contribute more effectively to the permanent prosperity of our industries if the slogan of some political party became; "Low trees and penury; high trees and prosperity." Let us place the protection of our home industries at their source.

## **Comparing Two Avenues of Approach.**



**A COMMON WAY OF APPROACHING THE FARM.**

To reach this farmhouse you must drive past a pigsty, corncrib, henhouse, manure pile, and clutter of farm tools. A bad approach gives a bad impression of the farmer. It is a matter for regret that roads like this are all too common in Canada. Compare with this the scene shown in the companion picture. Surely, there can be no doubt as to which is preferable.



**THE RIGHT WAY OF APPROACHING A FARMHOUSE.**

The approach to this farm is a double row of Black Walnut trees, half a century old, lining a drive an eighth of a mile long. The trees have not required more than one day's work a year for one man. Considering merely their value as timber, these trees would probably show a good profit. Have a simple, dignified, permanent approach!