



Map showing route followed by Canadian Forestry Association's Tree Planting Car during 1922 tour of Saskatchewan and Alberta and Route followed by Exhibits Car in British Columbia.

**T**HAT forest protection in Canada is an imperative national need is perhaps better recognized than the companion fact that forest protection is chiefly a question of public sentiment. The weakness in public forest policies can be traced directly to weak public opinion. The Canadian Forestry Association's chief business is to make the Canadian citizen an active and enthusiastic partner in the protection and proper handling of his country's forest resources. There is a parallel enterprise to which the Association devotes much effort, that of encouraging farmers in the southern prairie districts to establish shelter belts about their homes and farms. This may seem a sentimental proposition until one realizes that crop protection, the prevention of soil drift, the conservation of moisture, and last but not least the improvement of human environment on the prairies cannot be effected without wholesale planting of trees.

Some newsy facts from the Association record of public service in 1922 are presented in the following digest:

Our Publicity Bureau secured 100 to 150 columns a week in 400 Canadian newspapers. This space was devoted to forest protection, cer-

tain phases of public forestry policies and to tree planting on the prairies.

Five special writers are used by the Association to prepare newspaper material.

Five hundred and eighty-four public meetings were held by Canadian Forestry Association lecturers, with a total attendance of over 20,000 persons.

The Forest Exhibits Car travelled 12,625 miles, covering the smaller communities of maximum forest fire hazard, and secured an attendance of 219,000.

The Tree Planting Car, working on the southern prairies, travelled approximately 8,000 miles and in the small farming communities drew 51,975 persons.

The Young Canadians' Forest League was instituted with a working alliance with 120,000 boys.

The income of the Association increased by 24 per cent., or \$11,483 to \$59,320.

**T**HE foregoing statistical facts do not touch more than the fringe of the Canadian Forestry Association's activities. A total of twenty educational campaigns are constantly in action reaching, it is estimated, **over 300,000 people a day.**

Government grants advanced from \$15,050 to \$17,150. Special subscriptions from private firms and individuals increased by 32 per cent., or from \$14,188 to \$18,782.