

The Year's Story of Our Association



*Membership steadily advances with
an enlarged programme of field
work accomplished*



AT the Annual Meeting held at Montreal on Thursday, January 20th, the Canadian Forestry Association celebrated its coming-of-age. The twenty-one years since the Association first saw the light at Ottawa have witnessed phenomenal changes in the development of forest industries and in the incorporation of forest fire prevention as a fundamental policy by the governments, the limit holders and industrial corporations.

In the year just closed, the Directors of the Canadian Forestry Association are gratified to report that the lines of work provisionally laid down by the Association's last annual meeting have been carried out and many new enterprises established. Revenues have been built up almost double those of 1919, membership has advanced by 3,000 and all the field enterprises in which the Association is engaged find themselves today on a secure footing.

It should again be made clear that the Forestry Association is not a passive institution with merely a set of objects and a hopeful attitude but is engaged in aggressive educational campaigns, itself supplying the men and machinery and being responsible for their direction and financial maintenance.

First and foremost we have sought to put the emphasis on forest fires as the supreme foe to forest duty of all responsible authorities. We have endeavored to stimulate better forest protection laws and improved administration. The public advantages of having all land classified in advance of settlement and, if non agricultural or of two meagre dimensions to support a strong community, to reserve it permanently for timber grow-

ing, has found in our Association an insistent advocate.

We have striven to impress upon the Canadian people the pre-eminent value of the forest industries as creators of employment and distributors of wealth. At the same time we have tried to demonstrate the identity of interest between the permanent existence of these industries and systematic forest management.

These are all objects of great economic consequence and none can be achieved except through an informed public. The carrying out of this duty of popular education is a vast work and the large share of it given to the Canadian Forestry Association is due probably to the recognition that our freedom of action as an independent national body is guarantor of public confidence and co-operation.

Methods of Working.

Our channels for reaching the public may be defined as follows:

The membership, which is now twelve thousand five hundred.

The newspaper publicity bureau which has retained a friendly contact with all newspapers.

The Speaker's Bureau of three hundred volunteer workers, generously spreading our propaganda to thousands of people, including school children.

Our Western Tree Planting Car.

Our Eastern Exhibition Car.

Our Travelling lecture sets of lantern slides, and lecture manuscripts.

Our Illustrated Forestry Magazine.

Such special methods as results from the use of warnings in cigarette packages, etc., also from the co-operation of railway companies in placing our "sermonettes" on menu cards.