over the wires of Canadian Press. Bulletin services of news items were freely employed. Our articles were also accepted and published by magazines and house organs, the latter having individual circulations as high as 30,000. Indeed the measure of co-operation between Canadian editors and the Canadian Forestry Association is the measure of our facilities for preparing new articles. The financial investment on our part is trifling when compared with the donated space which at the height of our season equals more than \$5,000.00 a week. The outside writers for the Association are remunerated at a rate varying from six to ten dollars a thousand words, and they perform valuable service in developing much original matter of public interest and importance.

During 1922 Association officers held 584 public meetings, in British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec and New Brunswick. In addition, we supplied material, such as lecture sets, special information, manuscripts, etc., to a number of volunteer speakers who appeared on our behalf before public and high schools and adult societies.

## Forest Exhibits Car.

Our Forest Exhibits Car, which has now become more or less a fixed institution on the railway lines of Canada, was rebuilt last winter at a cost of approximately \$2,300.00,

with new models and an entirely new layout. We were donated services and exhibits by Dominion Government branches and others which we value at about \$2,000 more. With changes and improvements being made this winter at practically no cost to us, we will enter on the 1923 touring season with an excellent educational asset in the Forest Ex-



Mr. G. GERALD BLYTH

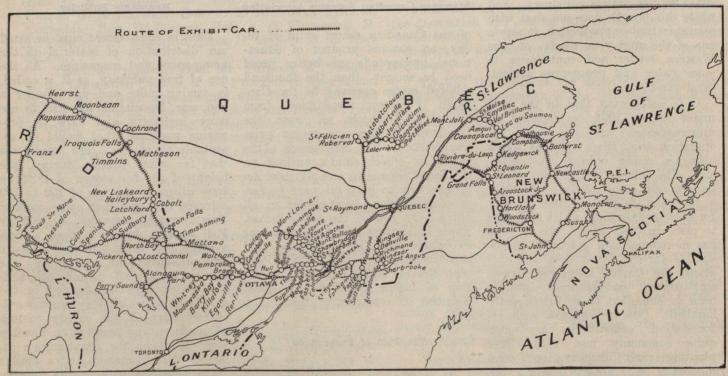
Asst.-Sec. of the Canadian Forestry Association. Official in charge of the

Forest Exhibits Car.

hibits Car and with no further expense beyond perhaps two hundred dollars.

The Forest Exhibits Car is a sure device for attracting crowds and focusing their interest on graphic arguments for forest protection. Where crowds of people are met in a single day — as many as seven thousand on one occasion - a striking appeal to the vision is the only recourse. Visual education is effected by working models, process displays, slogans, contrasted scenes explaining at a glance what columns of print could not interpret to the casual visitor. In the season under review, the Exhibits Car, by courtesy of the Railway managements, travelled 12.623 miles as compared with 8,630 miles the previous year. It confined its itinerary mostly to small communities in forested country and in such parts secured a total attendance of 219,555 as compared with 135,000 in 1921. The officer in charge, Mr. G. Gerald Blyth, was also responsible for 121 evening meetings with a total attendance estimated at 70,000. That the educational value of the Exhibits Car is positive and permanent is attested by the statements of several of the Provincial Forest Services and by wood-using industries and chief rangers who have had reason to note local results. The help given by Mr. Piché in Quebec and Mr. Caverhill in British Columbia was greatly appreciated.

The 1922 tour of the Exhibits Car



Prepared in National Reso rces Intelligence Service, Dept. of Interior.