

umbia lumber has been made this year to prairie farmers who have been supplied by us with building plans, and bills of material showing them how easily and well they can build barns or sheds or chicken houses with British Columbia lumber. And, just as we have done in this case, we hope to cooperate with our lumbermen and get all the best selling methods carried out in this community effort to increase the sale of British Columbia lumber.

Profits of Advertising.

Now take another side of forestry—the protection of standing timber. Lots of people think this just means fighting forest fires, but that is not the point at all. Forest protection means two distinct things. Firstly, it means educating public opinion. Just as a breakfast food company keeps banging away with advertisements, so it is the business of the forester to educate public opinion to be careful with fire in the woods. People used to think it was a “josh”; these scare-head posters on country roads, these articles in newspapers, these paper cups for campers with “be careful with fire” stamped on them; these pocket whetstones we have given away to lumberjacks and pre-emptors and all sorts of men who work or camp in the woods. But this publicity campaign has proved itself; people are becoming more careful every year, we notice our fires are caught sooner and cost us less money on an average; the whole cost of all the publicity work responsible for this change has not amounted to the expenditure you may have to make in fighting a single serious fire.

Brains in the Forest Service.

Now this work of education is carried on to prevent fires from ever starting, as far as possible. The second part of forest protection is simply this: good organization, supervision; the training of the man on the job to use good judgment in handling fires when they start. Good judgment is the one thing needed. There is no line of work in which it is so fatally easy to waste large sums of money as in fighting forest fires. It is emergency work, it needs cool judgment and experience. You can easily waste more money on

some fire fighting effort than what you save is worth. But mark one thing: you have to realize what is worth saving. I remember an official report of an Eastern Canadian Government once congratulated the country because the bad fires of the year had done no damage, “only young growth being destroyed,” as the report said. Now that is absurd; if you are going to adopt a general principle of letting the young growth burn, good night to the lumbering industry of British Columbia before this century is over! But let me repeat again, forestry means the putting of such matters as the fighting of forest fires on a business basis.

Take another line—the stock taking of forest resources. A fancy line you will say; sort of collecting data and masses of useless information and writing volumes of reports that no one reads. Now we have done a little stock taking in the last five years, but it is not of that description. It has been done mostly for the simplest, immediate business reasons. Our men have gone into various forest districts and roughly mapped the places where the good timber is. We have not done it all over the province, for lack of men, an dime and money. But this rough mapping of valuable timberlands protects them from alienation, shows where timber sales can be made, and helps in the arranging of fire prevention work. It is a side of business forestry.

Bracing Up the Treasury.

Now come to forestry as a money maker for the public treasury, something that makes your taxes far lighter than they would be otherwise; one-third of every public dollar, two to two-and-a-half million dollars of yearly revenue already, and going to be a good deal more than that. That revenue has to be worked for, it will not keep coming of itself; and so forestry here in British Columbia means an organized forest service with an annual turnover about equal to the three largest of our lumber manufacturing concerns combined. It means a considerable business in valuing and selling timber; it means inspecting logging operations to prevent trespass; it