

A Forest Protection School on Wheels

THE UNIQUE service accomplished by the Forest Exhibits Car of the Canadian Forestry Association is winning high praise from those who appreciate the importance of an informed public opinion on forest conservation. During the first months of the year, the Exhibits Car covered a long itinerary in British Columbia where it attracted eighty thousand persons. Since that time it has travelled in Northern Ontario, going as far west as Sault Ste. Marie and more recently covered scores of communities in Quebec province including those on railway branches running out of Ottawa into Northern Quebec; the C. P. R. line from Ottawa to Montreal (north shore); the Grand Trunk and C. P. R. lines in the Eastern Townships, where the daily attendance was unusually heavy, and the Quebec and Lake St. John division of the Canadian National Railway System. At the time of writing (October 23rd), the car is at Quebec City where it will remain for two days and will then be moved into New Brunswick for a considerable period.

The total attendance thus far in 1922 exceeds one hundred and ninety thousand while the number attending daily motion picture demonstrations in forest protection, with lectures, runs up to 63,247. The mileage for the season thus far is 10,862.

A few of the typical daily experiences as regards public response to this educational effort would convince members of the Canadian Forestry Association and various companies and individuals, contributing the funds to keep this work in action, that no similar expenditure of money and effort could possibly draw together such large bodies of population.

To have actually witnessed the popular interest during visits to the car would overcome all need for further argument as to the potency of this branch of propaganda. Many friends of the Canadian Forestry As-

sociation have testified that in their local communities the school children have talked about the visit of the Forest Exhibits Car for months after the event. Hundreds of schools have devoted time to the writing of essays on the subject of the forest resources of Canada and their protection purely as the consequence of the visit of the Car and the new interest aroused in the subject.

The following are a few of the daily experiences from the diary of the Forest Exhibits Car:—

Bromptonville, Quebec: Total attendance for the day 600, attendance at the lecture 450. Mr. Tobin, M.P., was among the first to visit the car and took a keen interest. Practically



all the employees from the Brompton mills attended.

Waterloo, Quebec: Visited public school and convent and arranged for pupils to visit the car. Total attendance 400 with 300 more at the motion picture demonstration.

Sutton, Que.: I was able to secure use of town hall equipped as a moving picture auditorium. Had a much interested audience at the evening meeting. Many farmers. Total 275, which is the capacity of the hall. Attendance at the Car was steady all day and numbered at least 550.

Sherbrooke, P.Q.: Our Exhibit Car was attached to the Quebec Government Better Farming Train at the C. P. R. Station. Our car was packed with people, the total for the day being approximately 3,500 per-

sons. Over 2,500 others attended on the following day.

East Angus, P.Q.: Rained very hard all day Sunday and weather cold and dreary. In spite of this we had fully 2,000 persons during the afternoon and evening.

St. Raymond, P.Q.: About 700 school children visited the Car today with their instructors. Used the town hall for a public lecture with an attendance of about 650. The Vicar acted as Chairman and Mr. Oulette delivered his customary address in French.

Metabetchouan, Que.: Opened Car at 6.45 p.m. and remained open until 10.30. Had 700 visitors at the Car with 500 in attendance at the motion picture demonstration in the open air.

Hebertville, P. Q.:—Good steady crowd of interested farmers all day, some from as far distant as 21 miles. The parish priest had announced our visit well in advance. We are getting the utmost co-operation from the clergy. Total attendance at the car 800.

Chicoutimi, P.Q.: By the kindness of Mr. Jean J. Guay, Forest Engineer of Chicoutimi, excellent advance arrangements were made by which we secured maximum crowds. By using the town hall we had an audience at 1.30 p. m. of 500 boys from the Seminary and at 3.00 p. m. filled up again with another group numbering almost 600.

In the evening we again packed the hall with grown-ups numbering 600. His Worship the Mayor presided and Messrs. Guay and Oulette spoke.

Total attendance at the Exhibits Car was 2,500 and 1,700 more at the lectures. The visit to Chicoutimi was one of the most successful in our experience.

Mr. G. Gerald Blyth is in charge of the Forest Exhibits Car. Mr. Oulette is the French lecturer, by kindness of the Quebec Government.