

Scientific Forestry as A Business Proposition

Splendid Results Achieved by the Province of British Columbia From Its Forest Policy--Lumber Markets Must Be Protected--Good Judgement Needed in the Handling of Forest Fires--A Money Maker for the Public Treasury

(By M. A. GRAINGER, Chief of British Columbia's Forestry Department.)

When we started the Forest Service in British Columbia many good people, and especially lumbermen and business men connected with the industry, shook their heads very doubtfully. "The logging and sawmill industries of the province are business propositions," they said; "commercial propositions which can only be carried on by business men in a practical business way." Well, that was five years ago, and since then we've carried on some forestry in British Columbia. I think people generally have a better notion of what forestry is, and some of the forms forestry has taken.

Four-fifths Wasted Annually

Take selling lumber—that is forestry. Go through these enormous timberlands of ours and size up the situation. What do you find? Four-fifths of the annual growth, four-fifths of the annual forest income, that Nature asks us every year to turn into dollars is wasted. We don't use it; we take our mere 30 million dollars from the woods and leave the other four-fifths of one's lumbering prosperity behind. Why? Just because the markets for British Columbia lumber are insufficient. What's the remedy? Obviously bigger markets and more of them. Get these markets and this appalling waste of raw material will be stopped. Market extension means true forest conservation, and that's one reason why increasing the markets for coast lumber is true forestry, and why the forest service carries on its market work, co-operating with our lumbermen in every way it can.

It is not merely a question of finding new markets for British Columbia lumber to be sold in. It is a question of protecting the markets we've already got. Where would the pro-

vince be if any serious proportion of its existing lumber business were wiped out? It couldn't happen, you'll say. People have got to buy lumber. It's a staple article, like wheat. Well, they've been carrying on a searching investigation into the lumber trade of the United States, and this is what they've found as a result: Just one-fifth of the entire lumber market that existed eight years ago has been wiped out. Wiped out by substitutes: steel, concrete, bricks, patent roofing asphalt paving, wiped out in some cases because the substitute was the better article, but in far too many cases simply because the makers of substitutes used modern selling methods and the lumbering did not.

There is no better selling method than giving good service to the consumer, helping him to use your material and to get the best value out of it. That is the method adopted in this province. Many a sale of British Columbia lumber has been made to prairie farmers who have been supplied 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 co-operate with our lumbermen and get all the best selling methods carried out in this community effort to increase the sale of British Columbia lumber. In short, persistent market work is one of the most practical methods of forest conservation there is.

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Our American friends are engineering some progressive ideas. For instance in the interest of forestry they've allowed the export mills of the Pacific coast to form a selling combine, the Sherman law notwithstanding, and they are sending five lumber commissioners to strengthen their grip upon European and other markets. It is interesting to note that these five have been selected from candidates who have been put through a serious of severe practical examinations—a new idea in foreign commercial service, and a great change from the time honored method of giving foreign commercial jobs to good Americans with a pull.

To Protect Standing Lumber

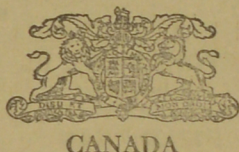
Take another side of Forestry—the protection of standing timber. Many people think this just means fighting forest fires, but that is not the point at all. Forest protection means two distinct things. Firstly, it means educating public opinion. Just as a breakfast food company keeps banging away with advertisements in newspapers, inside street cars, and on fences until no conscientious family can sit down to an ordinary breakfast without a guilty feeling that they're neglecting their duty if they don't eat "Fruit Skins" or popped wheat, or some other patent breakfast food; just as public opinion is educated by the commercial advertiser, so is it 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've given away to lumberjacks, and pre-emptors, and all sorts of men who

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Such report must be in writing and must give his name in full, the date of his birth and his place of residence and also his usual post office address.

NOTE: The men required to report should address their reports as follows:

ONTARIO—To the Deputy Registrar under the Military Service Act, 1917, London, if they reside in the County of Essex, Kent, Lambton, Elgin, Middlesex, Oxford, Waterloo, Wellington, Perth, Huron, or Bruce.

To the Registrar under the Military Service Act, 1917, Toronto, if they reside in the County of Lincoln, Welland, Haldimand, Norfolk, Brant, Wentworth, Halton, Peel, York, Ontario, Grey, Dufferin, Simcoe, or in the Districts of Muskoka, Parry Sound, Algoma and Nipissing north of the Mattawa and French rivers (including the Townships of Ferris and Bonfield).

To the Deputy Registrar under the Military Service Act, 1917, Kingston, if they reside in the County of Durham, Northumberland, Victoria, Peterborough, Hastings, Prince Edward, Lennox, Addington, Frontenac, Haliburton, Carleton, Dundas, Glengarry, Renfrew, Russell, Stormont, Grenville, Lanark, Leeds, Prescott, or the District of Nipissing south of Mattawa river (exclusive of the Townships of Ferris and Bonfield).

To the Registrar under the Military Service Act, 1917, Winnipeg, if they reside in the Districts of Kenora, Rainy River, or Thunder Bay.

QUEBEC—To the Registrar under the Military Service Act, 1917, Montreal, if they reside in the County of Jacques Cartier, Hochelaga, Laval, Vaudreuil, Soulanges, Napierville, Beauharnois, Chateauguay, Huntingdon, Laprairie, Argenteuil, Terrebonne, Two Mountains, Montcalm, L'Assomption, Joliette, Berthier, Maskinongé, St. Maurice, Three Rivers, St. Johns, Iberville, Missisquoi, Brome, Shefford, Rouville, Chambly, Vercheres, St. Hyacinthe, Bagot, Drummond, Richelieu, Yamaska, Nicolet, Arthabaska, Sherbrooke, and Stanstead.

The report must be addressed to the Registrar or Deputy Registrar under the Military Service Act of the Registration District in which he resides (see below) and shall be sent by registered post, for which no Canada postage is required.

Young men so reporting will not be placed on active service till further notice. They must, however, notify the appropriate Registrar or Deputy Registrar of any change of residence or address.

On receipt of the report an identification card will be forwarded by the Registrar which will protect the bearer from arrest.

Punctual compliance with these requirements is of great importance to those affected. Failure to report within the time limited will expose the delinquent to severe penalties and will in addition render him liable to immediate apprehension for Military Service.

ISSUED BY THE DEPARTMENT OF JUSTICE, MILITARY SERVICE BRANCH, this 15th day of May, 1918.

To the Deputy Registrar under the Military Service Act, 1917, Quebec, if they reside in the County of Wolfe, Richmond, Compton, Beauce, Bellechasse, Bonaventure, Dorchester, Gaspé, Kamouraska, Lévis, L'Islet, Champlain, Charlevoix, Chicoutimi, Montmorency, Quebec, Portneuf, Saguenay, Lotbinière, Montmagny, Matane, Mégaric, Rimouski and Témiscouata.

To the Deputy Registrar under the Military Service Act, 1917, Hull, if they reside in the County of Timiskaming, Pontiac, Ottawa and Labelle.

NOVA SCOTIA—To the Registrar under the Military Service Act, 1917, Halifax, if they reside in the Province of Nova Scotia.

NEW BRUNSWICK—To the Registrar under the Military Service Act, 1917, St. John, if they reside in the Province of New Brunswick.

PRINCE EDWARD ISLAND—To the Registrar under the Military Service Act, 1917, Charlottetown, if they reside in the Province of Prince Edward Island.

BRITISH COLUMBIA—To the Registrar under the Military Service Act, 1917, Vancouver, if they reside in the Province of British Columbia.

SASKATCHEWAN—To the Registrar under the Military Service Act, 1917, Regina, if they reside in the Province of Saskatchewan.

ALBERTA—To the Registrar under the Military Service Act, 1917, Calgary, if they reside in the Province of Alberta.

MANITOBA—To the Registrar under the Military Service Act, 1917, Winnipeg, if they reside in the Province of Manitoba.

YUKON—To the Registrar under the Military Service Act, 1917, Dawson, if they reside in the Yukon Territory.

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work or camp in the woods. But this publicity campaign has proved itself. People are becoming more careful every year. Fires are caught sooner and cost less money on an average. The whole cost of all the publicity work responsible for this change has not amounted to the expenditure frequently made in fighting a single serious fire. This work of education is carried on to prevent fires from ever starting, so far as possible.

The second part of forest protection is simply good organization, supervision, and 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's 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've got to realize what is worth saving. 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. That is absurd. If you are going to adopt a general principle of letting the young growth burn, good-bye to the lumbering industry of British Columbia or any other province before this century is over. 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 many may contend—sort of collecting data and masses of useless information and writing volumes of reports that no one reads. A little stock-taking has been done in British Columbia during the last five years, but it is not of that description. It has been done mostly for the simplest, immediate reasons. Our men have gone into various forest districts and roughly mapped the places where the good timber is. This has not been done all over the province for lack of men, time 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 protection work. It is a side of business forestry.

Now come to forestry as a money-maker for the public treasury, something that makes your taxes lighter than they'd be otherwise, one-third of every public dollar, two to two and a half million dollars of yearly revenue has to be worked for. It will not keep coming of itself. So forestry in British Columbia means an organized forest service, with an annual turnover about equal to the three largest of our lumbering manufacturing concerns combined. It means a considerable business in valuing and selling timber; it means inspecting logging operations, to prevent trespass; it means making sure that cut timber pays the proper dues. The tourist at a logging camp just sees a boom of logs. Our rangers see material that the Crown is selling, something on which twenty different sums of money should be collected. He has to see that these logs are clearly marked so as to show which of these twenty different amounts—ranging from 1c. to \$2 or \$3 a thousand feet—must be paid on these logs.

Now I've touched on four aspects of forestry in British Columbia: forestry as forest protection; forestry as stock taking of timber resources; and forestry as collecting money. Too utilitarian you may say. How about poetry; how about taking long views to

(Continued on page 7.)

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