

IMPORTANT THAT ALL CITIZENS SHOULD KNOW THE WHOLE TRUTH ABOUT FOREST CONSERVATION

Well Considered and Timely Address by Mr. Robson Black, Manager of the Canadian Forestry Association in Reply to Address of Welcome.

"If every citizen knew the truth about forest preservation, knew all sides of it, and was ready to subordinate his own selfish convenience to his neighbor's advantage, then 90 p. c. of forest fires would dry up for lack of instigators," stated Robson Black, Manager of the Canadian Forestry Association in an address here yesterday before the Forestry Convention. In his opening remarks, replying to the welcome of the Lieutenant Governor and the Acting Premier, Hon. C. D. Richards, Mr. Black said:

The history of the Canadian Forestry Association is best described as an adventure in faith. That adventure



ROBSON BLACK
Manager of the Canadian Forestry Convention

has made large demands upon the patriotism of the Canadian people, but long years of experience have left us with greater faith than ever in the existence of a vast reservoir of public spirit, pride of country, and willingness to serve, which only await an honest appeal to exert its proper motive power. You may gather from this that our estimate of the Canadian public shares nothing of the cynicism of the French philosopher when he said "I have an abounding love for all mankind, except those I know personally."

Cut Off at Birth

Organized as a citizen's association, we found ourselves cut off at birth from the parenthood of governments and commercial interests. We have in consequence, never known the thrill that must come from authority to tax those whom we serve nor have we known the peace of mind of devising programs with an appropriation to pay for them waiting in the vestibules. From 1900, the year of our founding, until the present, we have won our standing by the slow increment of public confidence, the confidence of a multitude of ordinary men and women, rather than by the hazardous favor of a few rich benefactors. As a result we are today an instrument of common national service in which patriotic vision and disinterested motives alone have recognition. We have sought also to make the association so flexible that it can be adapted without difficulty to the varied characteristics, human and geographical, of British Columbia, the Prairies, Ontario, Quebec or the Maritime Provinces. It has been our theory which devoted Boards of Directors have consistently applied, that the problem of forest conservation is a problem of the fire ranger, the forester or the operator. Is not the reason obvious? The mischievous economic results of forest neglect, born in and perpetuated by a public state of mind, spread fan-like through all classes of the community, penalizing the farmer, the sportsman, the guide, the merchant, with greater severity even than the timber operator. Further it has been our view that the gauge of usefulness of the Canadian Forestry Association is its service to the whole Dominion rather than to any one section consistent with this principle. We have put aside the temptation to formulate an arbitrary creed of Forestry, but rather have

chosen to concentrate upon friendly co-operation with existing forest authorities in the primary task of fire prevention. Governments, foresters, licensees of timberlands, municipal councils, fish and game protective associations, are all consultants and advisors in practically all our undertakings, and while there are those who, given more to dynamite than diplomacy, assert that such is not the regulation method of dealing with governments, we have preferred to bear in mind that public administrators must, in fairness, be credited with as much progressive forestry sentiment as the man on the street who has none of the anxieties of the umpire standing between conflicting interests. The advancement of conservation waits, not so much upon legislation as upon the advancement of public knowledge and conviction. The desired reform becomes the enacted law, if, as, and when, public opinion expressed in "forest consciousness" provides the sanction. This may sum up sketchily, it is true, what might be called the unwritten charter by which we attempt to guide our undertakings.

National Situation

In more practical terms the Canadian Forestry Association faces this national situation. During the years 1920 to 1926 more than five thousand out of 6,000 forest fires were set by human hands. What does that mean? 5,000 needless acts of appalling consequences were originated by 5,000 human hands. When you see in print that the damage each year caused by these human acts was \$15,000,000 you obtain only an incomplete picture of the true result. We do not for example know the damage to streams in destruction of watershed cover. We have no means of knowing the damage to fish and game, or to tourist traffic. We cannot complete the industrial handicaps arising from areas of young growth left blackened and desolate. In other words we leave out of the picture the most important factors of all, the unestimated penalty visited by our misdeeds of 1928 upon our children and children's children, who are the moral owners of the young forests of today and yet are helpless to assert their rights.

If we are to make any progress in the needed partnership between public and timber guarding, it is evident that we must identify forest preservation with something more emotional than logs. The forest passes through the educational crucible of our association as trade not as trees. It is made known as the habitat of moose and deer and partridge. We call it the Mother of the Rivers as the Indians used to. We deck out the forest as the filter and shield to fishing streams and as a magnet to tourist traffic. We present to the settler his partnership with the timber resources which are the buyers of his produce and the giver of employment. Anyone here who has come to grips with the "man on the street" must realize that before forest protection becomes a popular enthusiasm it must be lifted out of all the abominations of statistics and its messy confusion with corporation ownership and the stock market. Until we can do that, until we can clear away the debris of half-truths and false appreciation, forest conservation, fire prevention, forest culture and fish and game protection are as regards to place in popular favor left high and dry with the trade and technical committees.

Adventure in Faith

I have referred to the Canadian Forestry Association as an adventure in faith. In 1916, our citizen memberships stood at a little over 3,000. Today it is in excess of 30,000 and more than 400 members in New Brunswick alone have enlisted beneath our flag in the past few weeks. We have advanced in financial income within thirteen years from \$5,000 to \$150,000 and every penny came from voluntary sources and \$13,000 a year from all the governments of the country. We have adopted to our purposes the majority of educational methods which have stood the test of experience. We

have our fleet of motor trucks, motion picture machines and electric generators, our railway lecture car, our newspaper publicity bureau, our English and French magazines, and many other media for carrying information and conviction to the widest possible public. In British Columbia, whether in the Prince Rupert district, the southern interior, Vancouver Island or the slands of the Gulf, you will find today Canadian Forestry Association men, their motor trucks, motor cars, or motor boats, wending their way to the settlements. A similar program applies to all provinces except Prince Edward Island. This year our fourteen field men will travel 150 to 60,000 miles, mostly to the more remote communities where fires often have their origins. And what is their issue? Not to build look-out towers, or to cut our trails, for that is the task of the government and other services. Our business is to take one step closer to the fire problem than the ranger and his equipment are able to go, to hold a friendly mass meeting with half a million people a year, mostly settlers, to show them that a forest fire prevention is emphatically an affair of their own family budget, an affair of pay envelopes, farm prosperity, of employment, to show them how simply fire can be avoided, how slash should be piled and burnt, how camp fires should be made and then made to go out, and other matters of information and inspiration that rapidly convert a district of the indifferent into true and active friends of the forest. You may say that it is all an affair of sentiment. It is as concrete as a mill dam. It generates more gallons of fire suppression in an hour than any gas engine you can pick from a catalogue. There is in this audience one of the largest limit holders in Quebec and the testimony of his woods manager amounts to this: That if the educational campaign in forest fire prevention can show as good results in the next five years as in the past three the fire hazard of the company will be reduced to a minimum and his timber holdings for the first time in Canadian history may become an insurable risk. To take one other testimony of hundreds that can be produced: The records of the province of Ontario last year show that one third of all forest fire outbreaks were recorded first by the public, a fact of the highest significance and in itself proving not only a growing confidence in the government forest protection service but a new willingness on the part of the people to lend a hand. Scores of rangers have said to us, "the public represents my first line of defence. No amount of telephones, pumps or trails, can overcome an unfriendly community." And who will argue with these men on the firing line? The town has yet to be built high enough, to spot the workings of an ill-disposed mind, and no battery of fire pumps or flock of planes has yet been assembled that can stop in a week as many fires as a non-co-operating public can start in a day of high hazard.

Education Necessary

To some it may seem an absurdity, that so reasonable a thing as forest protection should require the power of organized propaganda to make it workable. Of course, if every citizen knew the truth about forest preservation, knew all sides of it, knew what conduct of his own would best serve the community and was ready to subordinate his own selfish convenience to his neighbor's advantage, then 90 p. c. of forest fires would dry up for lack of instigators. But the ugly fact remains that too small a proportion of our population yet knows enough or cares enough. The active army of forest protectors as is true of fish and game protectors is yet a minority force, and it continues a minority for lack of the iron and strychnine of public sentiment. That is all there is to it. Public sentiment for centuries has been the leader on which political and religious leaders have climbed to high success, and its modern scientific cultivation explains very largely the enormous expansion of American and Canadian industries. As a commonplace illustration: Razor and shaving soap manufacturers have given us almost a beardless race. The smartness and arresting design of women's clothing has been deliberately established as a joyous tyranny by a public sentiment campaign, amply paid for and subtly engineered. The Panama Canal was cut not by steam shovels but by public demand. The army of Canadian bond buyers in 1916 was amplified by a brisk and univer-

sal educational effort from 30,000 to 800,000 because this new instrument of saving was fastened upon public opinion. Two years ago the mere name and good will of popular soda fountain drink was sold for three million dollars and that price was paid for an established notion of countless thirsty ones that the advertised drink was packed with vitamins as well as cracked ice. Everywhere except in forest industry and forest conservation this omnipotent power of public belief has been harnessed and set to a definite end. The forest owner, the operator, the fire warden, have for twenty-five years denied themselves the advantage of this prodigious ally and indeed have been willing to permit undisputed, the piling up of injustice, misunderstanding, prejudice and heavy financial loss because the weapon of public sentiment was not in the armory when peavies and saws and scale sticks were sufficient tools for the whole business of forestry.

A Different Matter

There is no one universal method of gaining the ear and the conscience of the public what the forest protector desires or hopes to do with the public may be written in a few phrases. But the approaches to the various classifications of people require distinctive and thoughtful preparation. For example there is a wide distinction between the appeal to the city-bred man and the country-bred; the city-bred man is a creature of organization, he is ruled by law, he accepts commands. He is inclined by habit to do what he is told whether by a foreman or a traffic cop, and being unfamiliar with the woods is likely to stand by rules and regulations if he knows what they are and knows also that they are backed by authority. The country man, however, must be won over by the less arbitrary approach. He is not in the atmosphere of command, he is in most things his own law-giver; makes his own observations and forms his own conclusions. He is also more logical in his reasoning, and responds only to common sense arguments. His mind carries its own carburetor, discriminating nicely between the percentage of air and gasoline.

The Best Method

Cutting across the general classifications of city and country people, is another division of human material, the mind awake and the mind asleep. To the mind asleep, and it is the minority mind, especially in the rural parts, the vivid fire power, the glaring banner, so startles perception as to register the right idea at the right moment and may bring valuable results. But to the mind awake, and it is the majority mind, the pleas for personal partnership in forest protection requires more evidence, more background, more history, more refutation than can be affected by slogans or newspaper ads or pictures. And for that reason we have fixed our main effort upon the local mass meeting and the demonstration of motion pictures as the most penetrating and productive method yet devised for specialized education.

Now, with children, there is only one avenue to instruction in conservation, and that is by suggestion. The school-child, like most adults, may listen to statistics on fire losses or to appeals for posterity but his little world is a world of pictures and parables, and statistics and posterity are just so much cordwood. And yet the children of the schools today hold in their hands the whole destiny of the forest resources of tomorrow. It is they who will dictate the stage of fire protection, they who will dictate all government policy, they who will establish the reign of silviculture and the protection of fish and game. In our limited way, working through ten thousand schools, we have sought as an Association to lead at least a few hundred thousand juveniles into the army of friends of the forest, but the task is yet too baffling for the means in our control.

FOUR-IMPORTANT

Not a Cure-All

Nothing I have said, should be interpreted as arguing that public education is a cure-all for our forest troubles, or supersedes the great task of the rangers or their mechanical equipment. On the contrary the more alert and concerned the public, the more adequate will be the ranger staff, the better their pay, the better their equipment. Ranger patrol and educational patrol are simply twin cylinders supplying power to a single drive shaft.

Our hope and ambition in New

MR. ALLAN G. McAVITY OF ST. JOHN TALKS ON THE IMPORTANCE OF FISH AND GAME PROTECTION

Allan G. McAvity, of St. John, President of the New Brunswick Fish and Game Protective Association addressed the Canadian Forestry Association Convention here this morning on "Woods, Waters and Wild Life." His address follows:

"I have been honored by your President and executives who have given me this opportunity to talk to you on the subject of Woods, Waters and Wild Life. Those words to many lumbermen mean just, Timber, Power and Meat, but I'm not going to think of them from that angle at all. Lumbermen and their bankers and Governments and Railroads and the like have in the Canadian Forestry Association united in a campaign to Save the Forest for its economic value. Timber, Power and Food—My mission here today is to start with a different interpretation and consider the matter from a different standpoint. A large and increasing body of sportsmen are also interested in saving the Forest because it must be preserved to provide chances for hunting and fishing and nature study for their boys and girls.

Bums and Poachers

We want large cities in Canada and busy ones. We also want to extend our agriculture, especially in New Brunswick. But we will still have for many years a lot of wilderness left. What are we going to do with that? Leave it to the mercy of bums and poachers who will dynamite the pools, slaughter the game and burn down the woods?

Now the Fish and Game Protective Association, which I represent has no money, no paid executives. We just charge \$1.00 per annum and made the rate so small on purpose so as to let everyone in. The poacher or law-breaker is not barred from membership, on the contrary we try to get them all in and make them true sports. It is my opinion you could not get a better army to help guard the forest wilderness. That is why I am here today to suggest that you organize and extend this army from coast to coast.

Canada is noted for its Northwest Mounted Police and we are proud of that splendid force. But I'm not suggesting an army of policemen to protect our wilderness. "No, sir! that's not the way to go about that job!"

A Duck's Nest

If you had a pond or garden and had there some wild mallards that you raised yourself, wild ones that could fly and did fly all winter and one pair came back and built a nest right alongside the pond. You could hardly see the duck on the next six feet away, but sat there day after day and night after night for three weeks. It takes four weeks you know to hatch out a duck's egg and then suppose one moonlight night you discover an intruder, see him climb over the fence, and you watch to see what he is after. Not your property, not even a hen. No, sir, he is going right to the duck nest. There she goes out with a splash. You can hardly believe it. Those eggs are not good to anyone in the world but to the Mother Duck, and he is actually taking them away. No thought of police or justice; that is too small and unsatisfactory. Come on dog, we'll handle this case ourselves and make that cat eat those eggs. That's the spirit. Any sportsman would feel the same urge if he found in the woods a carcass of a cow moose with a steak taken out of it and the balance left to rot, or if he saw evidence of a fishing hole destroyed by dynamite or scooped with a net.

Must Organize

Sportsmen can't do anything individually but if you organize and direct this body from coast to coast, you will find it effective and useful in carrying out your campaign to save the Forest.

It's chiefly for the Girls and Boys that conservationists are working. Those of my age who had in their early days better chances to fish and

shoot, look back to those days before the automobile when there were secret Fishin' Holes where the Big Ones lurked.

It frequently happens that we do not value a thing until we have lost it and this is particularly true of the subject under discussion. One of our Canadian guides some years ago boasted of killing 700 caribou in one day, today he reluctantly admits the fact but excuses it because he was at the time a paid hunter for a lumber corporation camp. We have no caribou now and no sweet Fishin' Holes. There's always at least one auto parked at the entrance to every hole, but I believe we can provide good fishing and shooting for our children's children if we are willing to work and pay.

We will not need to pay much but we must do lots of educational work to get the results.

The cost in dollars and cents is insignificant when we consider the vast importance of preserving for future generations, their primitive rights for all time to hunt and fish and enjoy life in the great silent places. Up-to-date we have been wasteful and careless but many are now alive to the realization that we must conserve the Forests not only for Timber, Power and Food, but to satisfy and heal the souls of men and women who labor and live in hot, dusty overcrowded cities. Every day the pressure and tension of modern life sets up strains which for many people necessitates periodical relief by taking large doses of fresh air and rain and sunlight in pursuit of health and happiness in the great out-doors.

I'm not prepared to give even an estimate of the sum that might be spent wisely for the cause of conservation of this sort but I'll take one item which is now being considered, for I want you to see that the problem will not strain our pocket books. The cost is not high but we must rack our brains and set about to educate the public.

This month, with Mr. Catt, the Dominion Fisheries Officer in charge of Maritime Fisheries, I made a trip from Saint John to Sussex via Loch Lomond and return via the main highway. On that route about one hundred miles long we noted 22 places where small spring-fed streams crossed the road and where the high banks made it comparatively easy in every case to build a dam that would create a large pond. These ponds would not cost over \$300.00 each and if we had a thousand of them in New Brunswick the total cost would only be \$300,000 representing at 5 p. c. interest an annual charge of \$15,000 or \$15.00 per pond.

A Source of Revenue

Now I would not hesitate a minute to guarantee by rod license fees to return a much larger sum than \$15 per pond per year providing these places were built by the Provincial Government, stocked by the Dominion Government and protected by the Fish and Game Protective Association. And out of such pools I predict that a larger fish and more of them will be taken annually than were taken from the old Fishin' Holes. Moreover these would be public roadside places not secret places and the fish must be taken in sportsmanlike manner with fly hook not with a gob-o-worms. Larger trout are taken near London on the Thames than ever were taken from New Brunswick streams because the English are true sports and would not tolerate the use of dynamite, set-lines and nets.

To protect the fishing privileges for all time, education will create real sportsmen in the vital factor and similar educational propaganda will protect our wilderness while they exist and right here is where the Sportsman and the lumberman should combine and carry out an effective educational campaign.

Laundry Clerk—You lost a shirt? What was the laundry mark? Victim—A frayed collar and several buttons torn off.

Ted—Have you a good tailor? Rod—Have I? Say, this suit lasted until the last payment.

Brunswick is to wind the confidence and the helping hand of every citizen of good will. We are and must continue to be the peevant of a cause which draws its whole strength and inspiration from the public spirit of the New Brunswick people.