

continued to grow and play its part in a developing country. The author sounds a word of caution at what he sees as the risks of over-selling our exotic forest resource should the assessment surveys be incorrect, and draws a parallel with the kauri industry which cut itself out of existence.

New Zealand will be grateful to Tom Simpson for his valuable contribution to its recorded history, and those organizations who helped financially in its preparation should be thanked.

A.W.G.

BEECH FORESTS, by A. Kirkland and J. H. Johns, N.Z. Forest Service, Wellington 48 pp., photographs, diagrams. Price \$1.00.

Government, both in the executive and administrative branches, usually seeks to keep the electorate, or customers, within its confidence. The success is variable. Not infrequently, the electorate feels frustrated at the faceless bureaucracy in apparent conspiracy to keep them ill-informed.

Fortunately, a booklet like *Beech Forests* dispels some of this frustration. The brown White Paper on beech forest utilization was official, the style and format barely relieved by a couple of dark photographic prints and a few maps and tables. It was not very informative for the interested layman and subject to misinterpretation by the concerned environmentalist. *Beech Forests* has been produced for such an audience. Any forester reasonably familiar with beech silviculture and management may find points to question, but he needs to remind himself that this is not an exhaustive discussion of beech forests. Far from it, for this publication is concerned with the promotion of managed beech forests as a desirable activity.

Perhaps the case has been overstated in places such as the pair of photographs of Globe Hill, and is that "old West Coast sawmill" operational? But promotion involves cautious overstatement arising from a firm conviction that the cause is just, the product is good, or the message is correct. And in this case the message is improved by the photography, the exploded pie diagrams that admirably portray the various area relationships, and the two examples that illustrate the zoning principles used.

Timing is an important ingredient of promotion. *Beech Forests* would have made a greater impact if published 12 months earlier. This point could be noted for the next booklet required, entitled "Indigenous Logging". The time is already opportune for this.

Beech Forests sets the pattern for a more professional approach to the McLuhan dictum, "the medium is the message" [*sic*]. May it be the forerunner of numerous similar publications for informing and moulding public opinion.

B.D.McC.