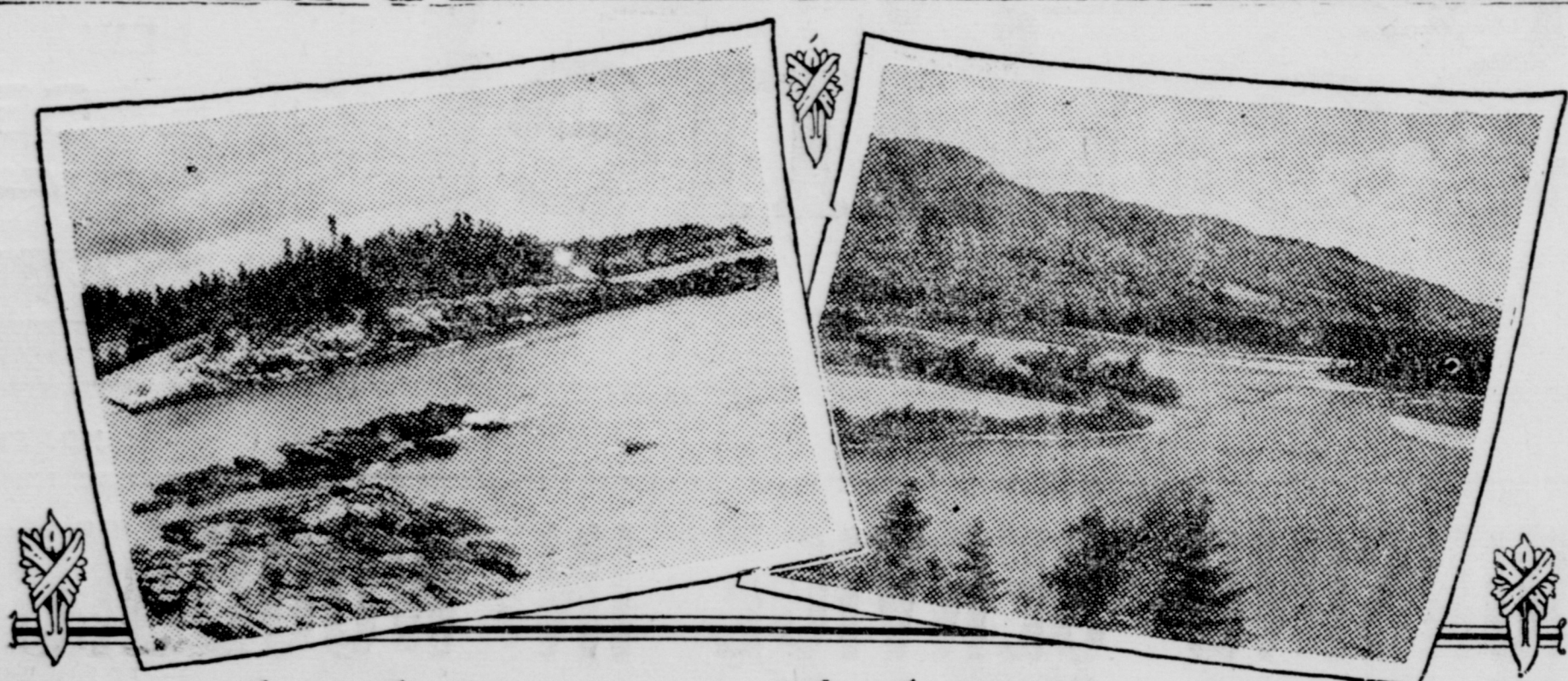




Nature has done a great deal for New Brunswick!

With an ideal summer and autumn climate, with six hundred miles of coast line, with the finest fishing waters in the world, with breath-taking beauty everywhere, Nature has certainly done a great deal for New Brunswick. And your Government has been busy telling people everywhere about these attractions and in providing the kind of roads tourists demand.

OUR VISITORS SHOULD BE MADE COMFORTABLE

But great beauty and good roads are not enough. We must also see that our visitors are made comfortable while they are here—that they are well-housed and well-fed and well-treated. Now as you can readily see, your Government cannot look after these most important factors. They are your responsibility—especially the responsibility of those of you operating hotels, restaurants and tourist camps. It is you who must see that guests get the fresh, native foods they enjoy. It is you who must supply comfortable beds and clean sanitary arrangements. It is you who must guard against all overcharging.

YOUR PLACE IN THE PICTURE

Remember that though Nature has done a great deal for New Brunswick, it is only we Natives who can make it the kind of place people will want to come back to. And we can't afford to sell the tourist business short. It means money in our pockets.

If there is any way that we can be of assistance to you, write us.

The New Brunswick Government Bureau of Information and Tourist Travel
FREDERICTON, NEW BRUNSWICK, CANADA

Visitors To Maritimes Find Many Attractions Not Offered Elsewhere

Year by year increasing numbers are visiting the provinces of New Brunswick, Nova Scotia and Prince Edward Island, says the June Royal Bank of Canada news letter. Magnificent valleys, unfrequented roadways, sandy beaches, a thousand bays and inlets, white surf breaking on rock-bound coasts lure the visitor to the Atlantic provinces of Canada. Deep-sea fishing, numerous streams abound in salmon, trout and other fresh water fish, deer and game hunting in the autumn—these all call the sportsman. It is a country rich in historic background. The first permanent settlement of the white man

north of the Gulf of Mexico was in Nova Scotia, then christened "Acadia". Here he built his first church, planted the first orchard, sowed the first wheat, wrote the first play and founded the first fraternal order in America. Here and in Quebec was fought out that century-long conflict between England and France which decided the destiny of the continent. The old forts at Annapolis Royal, Louisbourg and Beauséjour, the Memorial Park at Grand Pré with its trees dating back to the French occupation and its shrine to the exiled Evangeline—a thousand scenes recall that past.

With the realization of the importance of tourist expenditures as a major source of revenue, a consistent campaign to attract more visitors was undertaken. By improvement of high ways, by closer supervision of tourist camps, by making contacts with travel agencies and resorts abroad, by the establishment of government information bureaus and by the initiation of an intensive publicity campaign in the United States, the Maritime Provinces are beginning to realize on a relatively uncivilized form of the natural resources. These early efforts have proved gratifyingly successful and these regions are becoming more and more a summer resort.

the attractions of which are unsurpassed in other parts of Canada or in the United States.

Since the more important centres in the Maritime Provinces are on the sea, steamship excursions were the means by which many visitors first became familiar with the shore resorts of the three provinces. In North America, however, the automobile has largely supplanted other methods of

tourist transportation and accessibility by means of good roads has become a prime necessity. All three provinces initiated extensive programmes to make their resorts more readily accessible to motorists, to provide adequate facilities for entertainment and then to tell the public of Canada and the United States what they had done and of the varied scenery, sports and historic sites which awaited them.

Visitors from other parts of Canada and the United States, except those who travel by steamer, enter the Maritime Provinces through New Brunswick. In this province there are good trunk highways running north and south on both the eastern and western borders of the province, and there are three trunk highways running east and west. The first of the former high ways follows the valley of the St. John River from Edmundston to the city of Saint John while the second and more easterly follows the Baie de Chaleur from Campbellton to Bathurst, crosses to Newcastle and then proceeds to Shediac and Moncton close to the shore of the Gulf of St. Lawrence. The most southerly of the three highways running from east to west follows the shore of the Bay of Fundy closely from the southeast corner of the province as far as Saint John. From Saint John to Moncton the road is further inland, in fact about twenty to twenty-five miles from the sea. It is by this road, incidentally, that most automobile visitors from the United States approach the provinces of Nova Scotia and Prince Edward Island. The second main highway across the province runs north-east from Fredericton, the Provincial capital, along the Miramichi River to Newcastle. This road runs through the centre of the province where fish and game abound. The third road from St. Leonard to Campbellton and the Baie de Chaleur cuts across the wild northwest corner of the province and brings one out opposite the famous Gaspé Peninsula of Quebec. These five trunk roads have been put in good shape for visitors; parts of them have been hard-surfaced and plans now under way call for the hard-surfacing of the roads along the St. John River and the southern border of the province and of major portions of the other roads mentioned. The cost of this program will run into a good many million dollars. Aside

MORE ANGLERS

Fredericton, N. B. June 3. An increase of fifty-three per cent over the total of last year in the number of non-resident anglers taking out early season permits was announced today by L. H. Parks, Federal Supervisor of Fisheries for this district. He gave the total number of permits for spring salmon as 237, against a total of 155 last year. The first permits given out last year were applied for on April 1st, because of an early ice run, but this year none were issued until April 15th. No charge is made for permits, but non-residents are also required to take out angling licenses, issued by the Provincial Department of Lands and Mines, for which the charge, entitling them to a week's fishing, is five dollars.

The two young ladies were watching the football match. "Who is the man running about blowing the whistle?" asked one. "Hush," replied the other, "he's the gamekeeper."



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3
WRAPPINGS GUARD
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from the main highways there are networks of secondary roads which will take visitors through the by-ways of the province.

In Nova Scotia the plan of the major highway system is even simpler than that in New Brunswick. There is one main highway from Amherst, near the New Brunswick border, to Halifax, the capital of the province. From Halifax there will be a hard-surfaced road around the southwest peninsula passing through Yarmouth and the Annapolis Valley, and another road extending northeast to the

Strait of Canso and beyond to Glace Bay. In addition to this main highway on Cape Breton Island to Glace Bay, there is also the scenic Cabot Trail unfolding the beauty of the Bras d'Or Lakes. Across the province, running approximately north and south, are several connecting branches which at both ends intersect the main highways around the province. The present programme of road improvement will not be finished until 1938. By the end of 1938 approximately 450 miles of hard surfaced road had been completed.

In Prince Edward Island there is a complete network of roads. In 1935 the highway from Charlottetown to Borden, via Summerside, was completed and in 1936 a road from Rustico to Hunter River was finished. Automobile visitors to Prince Edward Island leave New Brunswick at Cape Tormentine and are ferried to Borden.

The official tourist bureau in each of the three provinces and the Canadian Travel Bureau in Ottawa are prepared to supply guide books, maps and other literature to all those who make the request. Each year there are now hundreds of thousands of such requests. One booklet is entitled, "Haunts of Game and Fish in Nova Scotia"; another, "Historical Guide to New Brunswick"; a third, "Historic Nova Scotia"; and a fourth, "Cruising Waters". There are booklets on the beauty spots of each province, a good booklet on deep-sea fishing, and a special issue of the "Maritime Advocate and Busy East" dealing with Prince Edward Island.

In February 1935 the Government of Nova Scotia engaged a Press Bureau to issue publicity on that province through the medium of newspapers, magazines, motion pictures and radio. A tentative survey of the province was made in order to secure information and background. An office was opened in Halifax and a staff of sixteen members was constantly employed in this work, in addition to feature writers, artists and photographers. The Bureau made arrangements for newsreels of many public celebrations, as well as making possible the compilation of motion picture travelogues. One of the results of this motion picture work is the film entitled, "The Land of Evangeline", which has been shown all over the continent. The New York office is used as a clearing house for all publicity. The Halifax office serves as a focal point for securing information concerning activities within the province which will be of interest to tourists.

In New Brunswick the Government maintains a Bureau of Information for tourists at Fredericton. This Bureau conducts extensive publicity campaigns, largely directed at present towards beach resorts and the sports of fishing and hunting. As the work on the extensive highway program proceeds and the northern sections of the province are made more accessible, this campaign will be directed more intensively to the attractions afforded motor tourists.

Prince Edward Island also has a provincial Bureau with headquarters at its capital, Charlottetown. Statistics showing the number of cars coming through each port of entry, classified by the length of their intended stay, are compiled by the Department of National Revenue from data collected at the border points. These show that in 1936,

558,611 cars entered the Maritime Provinces from the United States for a period of 48 hours or less; this compares with a total of 495,799 cars reported for 1935. Cars entering for longer than 48 hours, but for a stay not exceeding 60 days, numbered 60,408 in 1936, and 51,754 in 1935, while 226 cars were cleared for a longer period (but not exceeding 6 months) in 1936 against 210 in 1935. While the increase in 1936 over the record of 1935 is gratifying, comparison with official returns for earlier years shows that the number of short time (under 48 hours) visitors has increased five-fold since 1933. The corresponding gain in the total number of cars for a similar period admitted into the whole Dominion was 30 per cent. The number of cars entering for a period of 48 hours but not exceeding 60 days through Maritime ports, increased by approximately one-third. This would seem to indicate that a large number of American

(Continued on Page 8.)



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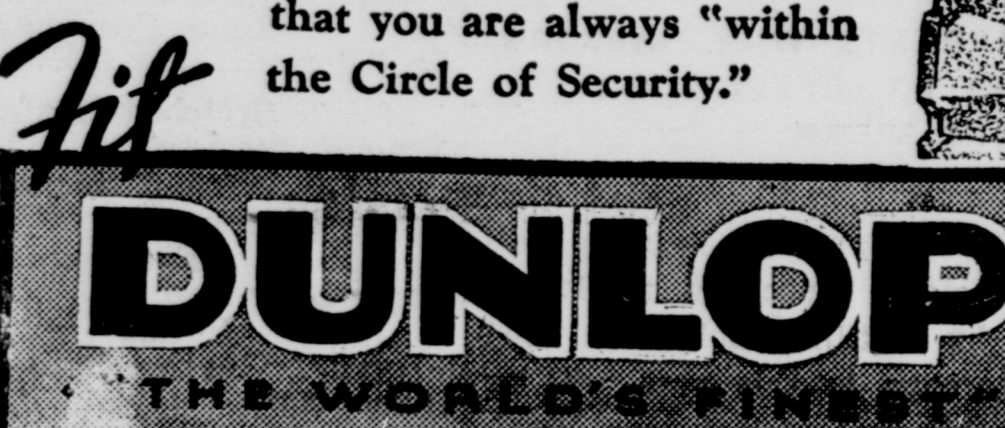
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