

NEW BRUNSWICK'S TOURIST INDUSTRY STOOD UP WELL UNDER THE ECONOMIC DEPRESSION

Province Fared Better Than Any Other Part of Canada in Volume of Tourist Traffic in 1932; Accurate Survey Shows \$6,000,000 Spent in New Brunswick by Tourists—Need of Intensive Advertising of Provincial Resources is Again Stressed.

(By D. Leo Dolan, Director of Information and Tourist Travel for the advertising campaign conducted by the Bureau of Information and Tourist Travel in New Brunswick.)

No industry in New Brunswick has withstood the economic test better during the rather difficult year which is about to close, than the Tourist Industry. True this province, in common with every other province in Canada has shown a decrease in the number of tourists and in the amount of money expended by these annual visitors, but fortunately the New Brunswick figures indicate, quite convincingly, that we suffered to a less degree than any other section of the country.

Equal to Boom Year

There came into New Brunswick from the United States up to November 30, 1932, some 51,113 motor cars for stays exceeding 24 hours and not more than 60 days, or a drop of 11 per cent. In comparison with the figures of 1931. Yet the total number of motor tourists from the United States this year was equal to that of 1930 and almost 75 per cent. greater than in 1929, one of our "boom" years.

While the tourist traffic from the United States was somewhat less than in the previous year, the traffic from Ontario and Quebec was some 14 per cent. higher than ever before. Particularly was this true in the northern part of New Brunswick, in the vicinity of Bathurst, Campbellton and Youghal Beach. At Youghal Beach the tourist business in 1932 was the greatest in the history of that portion of the province, due in a measure at least to the formation and Tourist Travel for the advertising campaign conducted by the Bureau of Information and Tourist Travel in New Brunswick.)

Questionnaire Issued

During the last year the Bureau of Information and Tourist Travel issued to all tourists a questionnaire card in an effort to ascertain the value of the Tourist Industry to this province and to make an accurate survey of its benefit to New Brunswick. The response on the part of our visitors was most encouraging and from the replies received at the Bureau of Information in Fredericton a most conservative estimate places the value of the Tourist Industry in New Brunswick in 1932 at \$6,000,000. In other words this amount was spent in New Brunswick by visitors who came here for the vacation period, a pretty sure indication that this industry was our most productive harvest. The returns from 340 of these questionnaire cards selected at random, showed the total expenditure of some 1084 people to be \$24,620, and an average expenditure per car of \$73.34.

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amount of gasoline tax paid by these visiting motorists is more than double the entire appropriation expended by New Brunswick for publicity and advertising purposes.

Courteous to Visitors

There were two predominating statements made by visiting motorists to New Brunswick this year as shown by the returns on the questionnaire issued by the Bureau of Information. Practically every visitor to New Brunswick commented in most favorable terms on the inherent courtesy and hospitality of our people and this genuine welcome which New Brunswick has ever given to our visitors is undoubtedly one of the great and attractive features of this province in the development of tourist trade. The other factor that pleased and delighted the tourists of New Brunswick in 1932 was the splendid condition of our fine system of highways. Practically 95 per cent of the tourists who filed returns with this department characterized New Brunswick's highways as excellent and a very substantial percentage of those who visited us this year from the United States and Upper Canada expressed their intention of coming back to New Brunswick next year.

The number of non-resident fishermen and hunters was somewhat less in 1932 than in 1931. This was due in no small measure to the fact that the people of the United States were engrossed in a strenuous presidential campaign and of necessity a great number of men, who formerly spent their vacation on the trout and salmon streams and in the forests of New Brunswick, were engaged this year in matters affecting the political situation in the Republic to the south. It is but natural during a presidential election year to find the tourist trade into Canada somewhat less than in other years since we obviously draw the largest percentage of our tourists from the United States.

Delighted Sportsmen

Although the number of fishermen and hunters was less, the success of the many non-resident parties was perhaps the equal, in 1932, of any other year. It is a well-known maxim that

a satisfied customer is the best possible advertisement and on that ground alone New Brunswick secured, in 1932, very exceptional and favorable publicity and advertising. We were fortunate in having in our province this year four outstanding Rod and Gun editors from the largest publications in the United States and they all returned to their newspapers singing the praises of New Brunswick as a sportsmen's paradise, with the result that this province secured an advertising value that it is impossible to reckon in dollars and cents.

To give some cursory idea of the value of these non-resident fishing and hunting parties our returns show that six parties comprised of eleven people who came into this province to fish and hunt in 1932 spent \$2,876.00, or an average expenditure per person of \$261.45. The figures indicate the substantial value of advertising New Brunswick's fish and game resources.

New S. S. Service

One very important development in the tourist industry of New Brunswick last year was the operation of the new steamship service between Boston and Saint John by the Eastern Steamship Lines Inc. The new \$3,500,000 liner "Saint John" brought to this province many thousands of visitors, a heavy increase over the previous year, and aided in a very material way to increase the tourist traffic into New Brunswick. That service is destined to play a very important part in the future development of the tourist industry of this province and I desire here and now to pay my sincere tribute to the co-operation which the Bureau of Information has received from the officials of the Eastern Steamship Lines. In the same way do I desire to express by appreciation of the continued co-operation received from the two great railroad systems in Canada and from several of the railroad systems in the United States, all of whom were aiding in no small way in the development of what has become one of New Brunswick's major industries.

Just a year ago I made some reference to a statement somewhat similar to this to the need of better accommodation in New Brunswick to take care of our tourist trade and I am pleased to say now that a great many of our visitors have written to the Bureau of Information during the last year praising New Brunswick's accommodations. However, I think there is still a great opportunity in this province for a more intensive development of some of our seaside resorts. I know of one project in this province, initiated last year, which proved very successful and I think the opportunity is now present for several similar hotels and inns, erected to cater to the summer trade, to operate profitably and successfully. The St. John river valley, particularly outside of the city of Saint John, is one section that I think might be developed along this line to take care of the increasing trade that is bound to come as a result of the modern steamship service connecting that port with Boston. There is, too, ample scope for more varied development along the east coast, of New Brunswick where there is a splendid opportunity to cater to the family tourist trade.

Must Advertise

The people of New Brunswick must now realize the value and importance of the development of the tourist industry. The last few years have given unmistakable evidence that more and more the charm of our scenery; the lure of our lakes, rivers, streams and forests; the romance and glamour of our history; and the hospitality and inherent kindness of our people are beginning to attract thousands of holiday seekers and tourists. We have in this province an incalculable fortune in the intangible assets of goodwill and pleasant memories which these visitors carry away with them from New Brunswick. But we cannot hope to continue along the path of progress in the tourist industry unless we continually advertise our province. To me it seems that an intensive and ever-expanding advertising campaign is an imperative need in New Brunswick. We are today in this province spending less money per capita in advertising and publicity to attract tourists than any other province in Canada or any state in the Union.

Every province in Canada and every state in the Union has come to realize the values in dollars and cents of the tourist industry. These provinces and these states are increasing their efforts, and most important of all, their financial expenditures to annually attract tourists. New Brunswick cannot

DUKE TO HUNT IN AFRICA

(Special to the DAILY MAIL by the British United Press)

London, Dec. 30.—The Duke of Gloucester, third son of the King and Queen, started to Africa today for a two months shooting holiday accompanied by his equerry, Captain Edward Brooks. The Duke will embark for Africa from Marseilles.

THE QUESTION OF BILLING AND WHEN IT COUNTS

(New York Sun)

After several telephone calls, a series New York housewife seemed to have the proper person with whom to discuss what was on her mind.

"Now, Mr. Telephone Company," she said, "you say that our bill will have to be paid by Friday. My husband is out of town and will not be back until Saturday. I just wanted to explain to you. We pay our bills in advance, don't we?"

There was a pause. Then, she heard: "No, Madame; we merely bill you in advance."

Another pause. They both giggled, and he told her it probably would be okay if her husband's check were mailed on the following Saturday.

An ill-smelling pipe has no conscience.

MEXICAN BEAN BEETLE INVADES NEW ENGLAND

Washington, Dec. 30.—An army of tiny invaders—the Mexican bean beetle—has crept into New England this year for the first time.

"It is practically all over the eastern United States," reports Dr. A. A. Hoyer, assistant chief of the agriculture department's bureau of entomology.

"It is getting well up into New England, where it will probably reach the northern end of its range."

The department has asked Congress to permit the use of part of its 1933 appropriation for eradication of the beetle.

Are You Among Those Who Say "I never read Advertisements"

TO SAY "I never read advertisements" would be much like saying, "I never use soap" or "I never read newspapers," or "No one can teach me anything," or "I know everything."

Many good—but not very wise persons seem to think that all advertisements are just the vainglorious braggings of those who publish them—designed to part fools and their money. The truth is that most advertisements are incitements to their readers to do or be or buy or use something for their immediate or prospective advantage. Advertisers, to be successful and to live long, have to offer something of value or of desire—something really wanted or needed by the public. Advertisers, to live long, must not cheat the expectations or confidence of those who buy what they offer or propose.

Here are some questions to be answered by those who say "I never read advertisements"—

- 1.—What alarm clock would you buy if you needed one?
- 2.—What camera would you buy, for your own use, or to give to a son or daughter?
- 3.—What motor car possesses your favor?
- 4.—What face cream or shaving soap or cream, or tooth paste did you use today?
- 5.—What laundry soap (or flakes) is in your kitchen right now?
- 6.—What brand of tobacco would you buy if you were a user?
- 7.—The watch on your wrist—what name does it bear?
- 8.—What theatre is presenting the best program?
- 9.—Your life insurance policy—what company issued it?
- 10.—The ginger ale which you serve to guests—what brand is it?
- 11.—The tea which you buy regularly—what brand is it?
- 12.—The baked beans and the tomato catsup now on your pantry shelves—what brands are they?

YOU SEE! Whether or not you consciously or habitually read advertisements, you buy, by preference, what advertisements have recommended to your confidence and what experience has proven to be satisfactory.

The things which we DON'T buy and which have a sickish life, are those which are not advertised, and which try to ride onto public favor on the backs of well-advertised products.

It is to one's discredit to say, "I never read advertisements"

THE DAILY MAIL with its large quality circulation is a first-class advertising medium!

Recipes!

Free



Clip and try these tempting recipes to learn how much more appetizing and nourishing such foods are when made with doubly-rich and creamy St. Charles milk! Be sure to use St. Charles milk, though! Also mail the coupon and you will receive FREE beautifully illustrated book with 85 tested recipes.

THE BORDEN CO. LIMITED, MONTREAL

Send me, free, St. Charles Book with 85 tested recipes.

NAME.....

ADDRESS.....

545

CREAM OF ASPARAGUS SOUP

1 bunch or can asparagus; 4 cups cold water; 2 slices onion; 1/4 tspn. sugar; blade of mace; 2 tblspns. butter; 2 tblspns. flour; 1 tspn. salt; 1-8 tspn. pepper; 2 cups Borden's St. Charles Milk; 1 egg yolk; dash of paprika.

If fresh asparagus used, remove tips and cook them in a little boiling salted water until tender; if canned, cut off tips and lay aside. Cut up stalks. Cover with cold water. Add onion, sugar, and mace. Cook until tender. Strain through sieve, pressing asparagus well to extract flavor. Melt butter in saucepan and stir in flour. Add salt, pepper, and asparagus puree. Continue stirring until thickened. Add one-and-a-half cups St. Charles Milk and the asparagus tips. Bring to boiling point, and simmer five minutes. Combine beaten egg yolk with the remaining milk and add to mixture. Let come to boil. Serve each portion with a dash of paprika over top.

POP-OVERS

3 eggs; 1 cup Borden's St. Charles Milk; 2 cups flour; 1/2 small tspn. salt; 1 cup water.

Beat the eggs ten minutes and then add the milk. Gradually add the flour, sifted, and the salt. Beat until absolutely smooth. Turn into hot, well-oiled gem pans and bake quickly.

LEMON MERINGUE PIE

1/4 cup Borden's St. Charles Milk; 3/4 cup hot water; 1 1/2 cups sugar; 4 1/2 tblspns. corn starch; 1 tspn. butter; 2 eggs; juice 2 lemons; grated rind 1 lemon; few grains salt; 1 cooked pastry shell.

Combine the milk and water in a double boiler top, add the sugar and cornstarch, thoroughly mixed together, and cook fifteen minutes, stirring occasionally. Separate the eggs, beat the yolks light, combine them with a little of the hot milk, stir into the thickened mixture and cook five minutes longer, stirring occasionally. Then add the salt and when somewhat cooled stir in the lemon juice and rind, pour into the pastry shell, heap with a meringue made of two egg whites, and a third cup of powdered sugar, and cook in a slow oven for ten minutes until the meringue is firm and delicately browned.





Borden's ST. CHARLES MILK
(Unsweetened)