

# TOURIST VISITORS TO THE MARITIME PROVINCES

## Year By Year Returns Show Increasing Number of Visitors --- Our Numerous Attractions Outlined by Royal Bank Letter

Available records of tourists' expenditures suggest that the total spent by motorists in the Maritime Provinces in 1936 was no less than \$15,000,000. Surely such a source of revenue is worthy of every effort that can be made for its continued expansion.

An article in the monthly letter of The Royal Bank of Canada for June outlines the attractions of the Maritime Provinces for tourists and what has been done in the way of road improvement and publicity to make these advantages known. Returns for 1935 and 1936 indicate that early efforts have proved gratifying successful and the Maritime Provinces are becoming more and more a summer resort, the attractions of which are unsurpassed in other parts of Canada or in the United States.

Year by year increasing numbers are visiting the provinces of New Brunswick, Nova Scotia, and Prince Edward Island. Magnificent valleys, unfrequented roadways, sandy beaches, a thousand bays and inlets, white surf breaking on rockbound coasts lure the visitor to the Atlantic provinces of Canada. Deep-sea fishing, numerous streams abounding 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 Beausejour, the Memorial Park at Grand Pre 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 highways, 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 uncapitalized form of their 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.

### Roadways

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 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 highways follows the valley of the Saint 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 20 to 25 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 Saint John river and the southern border of the province and of major portions of the other roads mentioned. The cost of this programme will run into a good many million dollars. Aside 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 program of road improvement will not be finished until 1938. By the end of 1936 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.

### Publicity

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, "Historic 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 16 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.

### New Brunswick

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 programme 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.

### 1935 and 1936 Records

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 over 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 tourists visiting Maine or other Atlantic resorts are being drawn northward for a short stay in Canada.

The total expenditures of United States motorists on tourist permits in cars entering Canada through Maritime ports of entry were placed at \$7,753,000 in 1935 and \$9,948,000 in 1936. The expenditures of these tourists are estimated largely upon the basis of data obtained from questionnaires distributed by border officials. The sample is far from complete but tentative results based on such enquiries show that the average expenditure of motorists on 48-hour permits was \$17.85 in 1936; on 60-day permits \$75.20, and on six-month permits \$450. Individually, these sums may seem small but in the aggregate motor tourists from the United States spent approximately \$10,000,000 in the Maritime Provinces in 1936.

The above record covers tourist traffic in the Maritime Provinces in so far as motorists from the United States are concerned, but large numbers of visitors also come from within the Dominion, chiefly from the provinces of Quebec and Ontario. There is apparently no agency

## Canada's Favourite Tea



### DANES' KING FOR 25 YEARS

## Christian X, Tallest of Europe's Monarchs, a Man of Simple Tastes and Democratic Practices

Christian X of Denmark, who completes 25 years of his reign this week is the tallest monarch in Europe, ranging well over six feet. He is proud of this physical distinction, and while in the army rose to every inch of his full stature if another man of comparable size came his way.

Being in the army means more in the way of actual soldiering for Christian than for most royal princes, for he entered as a private and until promoted to be sergeant and so on to the higher ranks he went through laborious marching and other routine and messed and bunked with Danish doughboys.

As King, Christian often walks and rides unescorted. He and his family live simply. His Queen, Alexandra,

of the German house of Mecklenburg-Schwerin, shares his dislike for ostentation and ceremonial.

The King has always been keen on outdoor sports. He is a skilled canoeist and ice boat navigator at which risky sport he has had several narrow escapes from serious accident.

The Danish royal family is unique in counting, in a Europe from which monarchy has largely disappeared, three reigning sovereigns among its members. Christian's brother Charles is King of Norway under the name of Haakon VII. George II of Greece is his cousin once removed.

The Danish royal house was noted for its many alliances with other reigning families; Christian's grandmother, Queen Louise, was known because of her skill in matchmaking as the "mother-in-law of Europe." Her son George became King of Greece; one of her daughters was Queen Alexandra of England; another the wife of the Czar Alexander III. Christian's brother, King Haakon, is a husband of Princess Maud, of England, sister of George V.

Christian, who is 66, came to the throne on May 14, 1912, under unusual circumstances; his father, King Frederick, died while walking alone on the streets in Hamburg, which he was visiting incognito; he was taken to a hospital where his body remained for some hours unidentified.

During the World War Christian, acting in concert with other Scandinavian sovereigns, was successful in keeping his country neutral. During his reign Denmark has lost its West Indian Islands, sold to the United States, but has gained Schleswig, the old home of the dynasty, ac-

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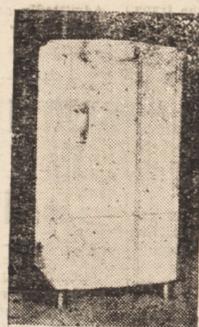
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