

Looking to the future, Maryland will take advantage of what promises to be the world's greatest recreational and educational attraction as a means of promoting our tourist attractions. I refer to the 1964-65 New York World's Fair. Guided by the old adage "The way to a man's heart is through his stomach," our State pavilion, at the Fair, will feature a fine restaurant, offering typical Maryland dishes, such as chicken, seafood, stuffed ham, beaten biscuits, terrapin and buckwheat cakes, to mention just a few of the Maryland delicacies on the menu. Our pavilion will also contain an exhibit that will interest people of all ages and make them want to visit such places as Annapolis, Ocean City, Fort McHenry, Antietam, St. Mary's City and Deep Creek Lake, again, naming just a few.

Today, you will hear about the kind of work the Tourist Promotion Division is doing to attract visitors to our State. You will also learn about the increasingly important role the Maryland Travel Council is playing in supporting our program. It is essential to have our government efforts backed by private industry. I would like to state here that a basic purpose of this conference is to point up the importance and necessity for local action in tourist promotion. In the opinion of the travel experts, no State tourist development program can succeed unless it has the full and active support of the local community. One point that I should like to underscore is that the fact that the State has stepped up its *official* tourist program doesn't relieve anyone else of his responsibility. On the contrary, the travel program of the Department of Economic Development should serve mainly as a catalyst to induce local communities to act on their own behalf.

I would like to take this opportunity to offer my congratulations to those areas and organizations which are doing such good work along this line. I strongly urge you to continue your efforts in support of the work of the Department of Economic Development and the Maryland Travel Council, Inc.

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ADDRESS, HAGERSTOWN ROTARY CLUB

HAGERSTOWN

November 6, 1963

Fellow Rotarians, distinguished guests, gentlemen:

I am delighted to have this opportunity to join with you here today in celebrating the fiftieth birthday of the Hagerstown Rotary Club and to pay tribute to an organization which for a half-century