

Baltimore Area? Look what Louisville does for the Kentucky Derby, for instance.

And the Preakness is only one example. I ask you to take a look at the attractions in your own backyards. How many good activities are dying out because of inadequate local promotion? What new ideas can you think of to get people to visit your area? Autumn glory time in Alleghany and Garrett Counties is now an established success. The National Indoor Tennis Tournament in Salisbury is a superb example of enterprise by that city's leaders. I am convinced that many communities in the state, by applying a little imagination and energy, can come up with equally good attractions.

And one thing more . . . Just 16 days ago I was at the White House when President Johnson signed the bill making Assateague Island a National Seashore. I fully believe that this act was the greatest single stroke ever performed for tourism in Maryland. By 1975 or 1980 this stretch of seashore will be a mecca of thousands and thousands of people from all over the United States, particularly from the Eastern Seaboard. Promoted with the same effectiveness that the Interior Department applies to places like Grand Canyon and Yellowstone Park, this unique stretch of beach will, before too long, be a haven and a tourist magnet much as we have barely begun to realize.

I hope that all of the businessmen in this room are already thinking of how to take advantage of this great new Maryland attraction.

I think now I'll leave you with these thoughts. This Conference has much important work to do. I know that when this day is over the tourist and travel business in Maryland will have made a giant step forward.

REMARKS, GROUNDBREAKING CEREMONY OF THE INVESTMENT BUILDING

TOWSON

November 24, 1965

Thank you, Mr. Whalen. Representative Long, Attorney General Finan, Comptroller Goldstein, County Executive Agnew, Members of the Baltimore County Council, distinguished guests, ladies and gentlemen:

These ceremonies this morning express eloquently the progress and advancement that characterize this community. Most of us here today