

for its tourist development program, is now planning the most aggressive and imaginative advertising and promotion program Maryland has ever had. And I hope that before this meeting comes to a close some positive program will be proposed to put Baltimore squarely in the forefront of the visitor and convention business. We both know that the convention business is big business and Baltimore has to date failed to win its rightful share of the action.

I would like to assure you that, as Governor, I am fully determined to do all within my power to make our State a prime visitor attraction. This means making Maryland's attractions better known outside as well as within our borders. Few states can compete with Maryland's diversified tourist potential — but Maryland must capitalize upon this potential to compete for tourists. This will require doing a good deal of hard core *developmental* work — as distinguished from travel advertising and promotion.

Let me illustrate. Maryland's greatest potential recreational attraction is the Chesapeake Bay and its many tributaries. This great inland sea, with its tidal rivers and streams, is unexcelled for boating and fishing. It is nationally recognized as a great yachting center. Its blue crabs, clams, oysters and fish are world famous. But equally *infamous* are certain inhabitants of our waters — the sea nettles and pollution.

We have already begun research on ways to eliminate the sea nettle without upsetting the natural environment of the waters. Even more important, this afternoon I am going to propose a massive and comprehensive water quality control program to the 1968 General Assembly which is designed to immediately and measurably combat pollution. It is not difficult to calculate the increased visitors business to be gained with pure, sea nettle-free waters.

Another problem adversely affecting Chesapeake Bay tourism has resulted from traffic congestion about its waters. Since the William Preston Lane, Jr., Memorial Bridge was opened in 1952, tourism and the assessable base of Ocean City — the Eastern Shore's resort Mecca — have grown 600 percent. With the construction of the three additional bridges across the Bay authorized by the 1967 Legislature, both shores stand to gain tremendously.

We are also working to expand and improve our parks system to provide more facilities — not only for Marylanders, but for visitors from out-of-State. The Game and Inland Fish Commission is acting to increase the waterfowl and game population of the State. Our Department of Chesapeake Bay Affairs is moving ahead on a pro-