

tion seems to depend upon an enlightened public opinion growing out of an understanding of conservation problems by the general public. The provision, therefore, of this new legislation for the establishment of a program of education both through our educational institutions and through other channels seems to be of paramount importance and should be of the greatest value in assuring permanent progress in the field of conservation.

Recognition has been given in recent years to the importance of adequately publicizing the natural advantages and resources of the State through the creation of the Maryland Publicity Commission. As an independent agency, this Commission has already accomplished very useful results. Its usefulness can be further enhanced by reason of the closer contact which may be established by it and our several conservation agencies through the medium of this Board. I am especially impressed with the possibilities of developing a wider demand at better prices for many of our Maryland seafoods. Their general excellence is traditional and a matter of pride to our State. Certainly they could be most effectively publicized through modern advertising techniques. This problem is worthy of most careful consideration and study.

I have touched briefly on some of the more important problems and opportunities facing this Board and its associated Commissions. The opportunities for effective service to our State is a large one and I am sure is one which will engage your thoughtful interest and best efforts. The State is most fortunate to have enlisted the services of so able and public-spirited a group in a cause as important as the preservation and the fullest development of our varied natural resources.

I am clearly of the opinion that the best way to obtain lasting results in this effort is to have all efforts proceed toward unification of State activities. The method and manner through which the best results can be attained will be left to the judgment of the men who have been requested to give of their judgment and experience in this field. In thanking you for your evident readiness to give this assistance, I can assure you of every cooperation from the State administration but of no interference in your plans and program. I venture, to add, also, that in compensation for your valuable assistance you can have the realization that you are making a distinct contribution to the betterment of our State and to the advancement of interests of the present and future generations of Marylanders.