

mended since hunters usually respond to large herd reductions the first year by demanding that the season be closed in the problem areas the following year because, "those idiots in the game department let the deer herd be decimated."

There is no "fool proof" formula for selling an antlerless season to the public. As in combat the solution to the problem must fit the situation and terrain. It is hoped that the preceding interpretation will be helpful to any state that needs an antlerless deer season for more intelligent deer management.

WHAT THE TOURIST DIVISION OF THE GEORGIA DEPARTMENT OF COMMERCE IS DOING TO HELP PROMOTE HUNTING AND FISHING IN GEORGIA

*By WILLIAM HANDMAN, Tourist Manager
Georgia Dept. of Commerce*

Tourism offers Georgia businessmen millions of dollars in new business. Whenever we have an increase in business, we have an increase in sales tax income for the state. A booming tourist industry in Georgia will benefit everyone.

The benefits of a fully developed tourist business, spread throughout an entire community. It is not merely a question of which particular hotel, restaurant, shop, or gasoline station that gets the most tourist dollars in direct transactions, but how the economy of the entire community is affected.

A graphic example of how the tourist business can boost the economy of a community was given recently, when business firms, engaged in the tourist trade, decided to make all purchases and pay all their employees with two-dollar bills. These bills showed up in stores, other places of business and financial activities in every nook and corner of the town. Business created by the tourist trade injected vitality into the town's economic life, and the widespread use of the two-dollar bills was visible proof.

To increase our tourist trade, the tourist division of the Georgia Department of Commerce has formulated a coordinated, well-planned state campaign to bring visitors to Georgia. This program has already resulted in increased attendance at tourist attractions all over our state. Increases of attendance of 50,000, 35% etc., are being reported. Georgia is blessed with a wonderful climate, many points of historical interest, mountains with an abundance of wild game, lakes full of fighting fish, a warm sunny seashore and a host of other things which make Georgia an attractive place to visit.

Working at the state level, we have to recognize all facets of the tourist industry. The wealthy people visiting one of our plush seaside resorts are tourists. So is the family who takes their child to visit our historical points of interest on a Sunday afternoon to help the child with his school work, or the man who takes his son hunting and fishing. All of these people make up our tourist trade.

We know the value of the hunters and fishermen to Georgia's tourist industry. That is why we try in every possible way, to cooperate with our game and fish commission to advertise Georgia for hunting and fishing. During the summer season just ended, the tourist division of the Georgia Department of Commerce conducted an outdoor advertising campaign using 636 full-sized billboards with two thirds of the space or 424 of the signs allotted to promote fishing and camping in Georgia. SHOW SIGNS. This billboard advertising was placed on main highways leading into Georgia from our neighboring states of South Carolina, Alabama, and Florida. Many of the signs were displayed along the well-traveled routes in our own state and the reaction to this advertising was very enthusiastic. As a result, we decided to go into a campaign this fall to promote hunting in Georgia. 327 billboards will be used in the four states.

In our color brochure of Georgia's mountains, 25% of the space is equally divided between hunting and fishing. We have distributed 150,000 of these brochures this year. During the 1960-61 quail hunting season, we distributed 20,000 brochures promoting this particular sport. We just received 50,000 of the game and fish department's fishing books.

Georgia's first welcome station will open in the near future to greet tourists as they enter our state on their way south. Located on Highway 301 at Sylvania, the welcome station will disseminate information on Georgia's many fine hunting and fishing areas in addition to promoting the state's other popular tourist attractions.

During the year we used our beautiful 30-foot-long travel exhibit to promote hunting and fishing in Georgia. The exhibit was visited by thousands of people at the Canadian National Exhibition in Toronto, Canada, the National Outdoor Exposition at the Coliseum in New York, the *Redbook* Magazine Travel Show in New Jersey, the Ohio Valley sports and all-boats show at Cincinnati, Ohio, and many other places. As a result, thousands of people received information about fish and game in Georgia.

It is encouraging to see the cooperation between various departments of state government in tourist promotion. If a problem presents itself, a department head can usually count on receiving full cooperation from another department whenever necessary in order to get the job done.

Just recently the Georgia Game and Fish Commission and the Tourist Division of the Georgia Department of Commerce distributed a publicity release to 2,000 publications all over the country. As a result, the story about Governor Vandiver's desire to make Georgia the *mecca* for quail hunting received wide coverage across the nation.

Three branches of state government cooperated on our travel survey. We know hunting and fishing are important to *Georgia's* tourist industry and we are trying to learn specifically, how well they fit into the over-all picture. Through the school of business administration of the University of Georgia, we have just concluded a travel survey of the state. This has been one of the most comprehensive studies ever undertaken by a state government and was done with the full cooperation of the State Highway Department, which assisted in the survey. The general objective of the study was to determine the extent, economic importance, and major characteristics of tourism and recreational travel within the state.

This survey will give the total amount of tourist revenue generated annually, and in each of the four seasons; the origin, destinations and length of stay of tourists in our state; their reasons for choosing the State of Georgia for vacation activities; tax-revenue generated annually, and what part of this income is received primarily by tourist-serving business such as hotel, motel, transportation, oil and even encompasses agricultural products, personal services and entertainment. A preliminary report of this year-long survey will be made public tomorrow noon by Governor Vandiver when he speaks to the opening session of the Governor's Conference on tourism. We expect an enlightening report.

They say that tourism is "big business." This is assuredly true and in our section of the country it is "new business." In the industrialization of the Southeast, we have just begun to find that tourism is an industry without smokestacks. Since it is "new business," there are growing pains and a vast area of problems that are always present in a new development program.

We need to sell our state as a destination and capture our fair share of the millions of tourists who "pass through" every year on their way to vacations in other states. We have a readymade market for us. Millions pass through our state each year. Our aim is to stop them from "passing through" and keep them here.

Georgia is becoming more conscious of the potential of its over 400 million dollar annual income from travel. And is striving at all levels of business and government to create a more pleasant atmosphere for our visitors. We have concentrated on developing tourism to its fullest potential by improving tourist attractions, and providing better access to them.

Our governor has termed Georgia's new roads program the greatest boost to tourism, business, and industrial development this state has

ever had. This 100 million dollar road improvement program provides for improvement to 6,500 miles of Georgia roads. When this program is completed Georgia should have an adequate system of highways equal to any in the southeastern states. Improvement of the entire 6,500 miles is scheduled to be under contract by the end of next year.

We're very enthusiastic about our tourist development program in Georgia and we are anxious to attract the hunters and the fishermen, who mean so much to the travel industry of our state.

LAW ENFORCEMENT SESSION

CONCEPTS OF CONSERVATION LAW ENFORCEMENT

*By T. F. BELL, Chief, Division of Law Enforcement
Pennsylvania Game Commission*

Mr. Chairman, members and guests, I am honored with the invitation to attend your Southeastern Association of Game & Fish Commissioners and Law Enforcement Section meetings and discuss some of our mutual problems and bring a message and greetings from one of the Conservation Law Enforcement Chiefs Association member states, the Commonwealth of Pennsylvania where the C.L.E.C.A., as our northern organization is familiarly known, was formed over twenty years ago.

It is a distinct privilege and pleasure to come to Atlanta, capital of the fair, friendly and progressive Peach State where, according to the Encyclopedia Britannica, "the air is bracing and sunstrokes are unknown" and which has become widely known as the industrial and trade center of the Southeast, and where the population exceeds a million persons.

At the Northeast Wildlife Conference, June 11-15, 1961, at Halifax, Nova Scotia, our C.L.E.C.A. met in conjunction with the Northeast Commissioners group and one of the prime subjects of discussion in our law enforcement section was the question of what things can best be done to augment conservation law enforcement efforts and what, if anything, is being done in this connection, in face of the lawless trend which was recognized as associating itself with the contemporary period. A paper of the same title and similar to this was delivered at that conference.

Nearly thirty years of active background as a conservation law enforcement agent in one capacity or another, culminating in my present responsibility as Chief of Law Enforcement with the Pennsylvania Game Commission, leads to at least one conclusion among others, i.e., that men are likely to settle a question rightly if they are able to discuss it openly, freely and with understanding. It is also my belief that it is foolish to try to live entirely on past experience as we in conservation are sometimes inclined. It is a dangerous, if not fatal habit, for us to judge routine procedures safe because of following the methods which have worked successfully for twenty or thirty years. This, notwithstanding the belief that past experience may often be an asset to the future.

We have generally but two forms of government—government by will or government by law. As Plato proclaimed in his *Republic*, if philosophers were kings or kings philosophers government by will should be intrinsically superior to government by law.

Today, however, we are faced with the danger of government by law being destroyed by our immoderate passion for the very democracy it is instituted to defend—our traditional advocacy of liberty, equality and popular sovereignty, coupled with our frontier heritage of self-reliance, has caused authority to become distasteful and inclined us to lawlessness.

There has been a tendency among certain conservation law enforcement groups to impose time-worn procedures upon suspected offenders which may often have suggested persecution, oppression and sometimes even collusion.