

REMARKS BY ATTORNEY GENERAL ROBERT MORGAN
THE BIOSPHERE
MONTREAL, CANADA
JULY 24, 1971

It is always an honor for me to be called upon by The Governor to represent our great State in some official capacity. It is a delightful and enjoyable honor when this representation is made outside of North Carolina, particularly in such a beautiful place as this.

We are here in Canada today to accept a salute for North Carolina. But we are here to salute you, too. We salute Canada because it is the fine people from here who make up the bulk of foreign visitors to our country each year.

Out of the 13,176,299 visitors arriving in the United States last year, 9.8 million came from Canada. That means Canada continues to be the number one source of visit USA travelers, and we estimate Canadian tourism to the United States will increase by 5% this year to an estimated 10.3 million.

We aren't sure at this point just how many of the 9.8 million visitors got down to North Carolina, but we are satisfied from the number of automobile tags spotted on our outer banks and along our coast that a great number paid brief visits to the area we call "The Goodliest Land."

The theme for Montreal's Man and His World this year is "Cultures Around the World." The term "folk culture" is understood to mean the personal way of life of Americans in every area of the United States, particularly concerning their relationship to their unique communities and their commitment to local and original music and craft styles.

In recent weeks, craftsmen and artists from the hill country of North Carolina have paid visits to Man and His World. Perhaps some of you were fortunate enough to see their performances. On this visit we have with us probably one of the most celebrated couples in entertainment of a hill country variety. I'm speaking, of course, of Lula Belle and Scotty Wiseman from Spruce Pine, North Carolina. I'm sure before we leave here they will have become as dear to all of you as they are to us back home.

This U. S. Pavilion is, in fact, a brief visit to the regions of our great country. In this biosphere you can identify with our people, the lore, the color and romance of states and interesting local destinations such as the North Carolina high country. I think what you see here stresses the diversity of American life and demonstrates the colorful patchwork which is the true glamour and basic beauty of our country and its people.

We hope the thousands who visit this pavilion will become enthusiastic enough to want to travel and see the United States firsthand. If you do visit, ..or plan a visit...we ask you to remember one thing:

North Carolina—The Tarheel State—has three distinct regions and four distinct seasons of the year. Those are seven good reasons why you should include "The Goodliest Land" on your itenary when you visit in the United States.

Thank you.