



Silhouettes

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The Associates of the Provincial Archives of New Brunswick

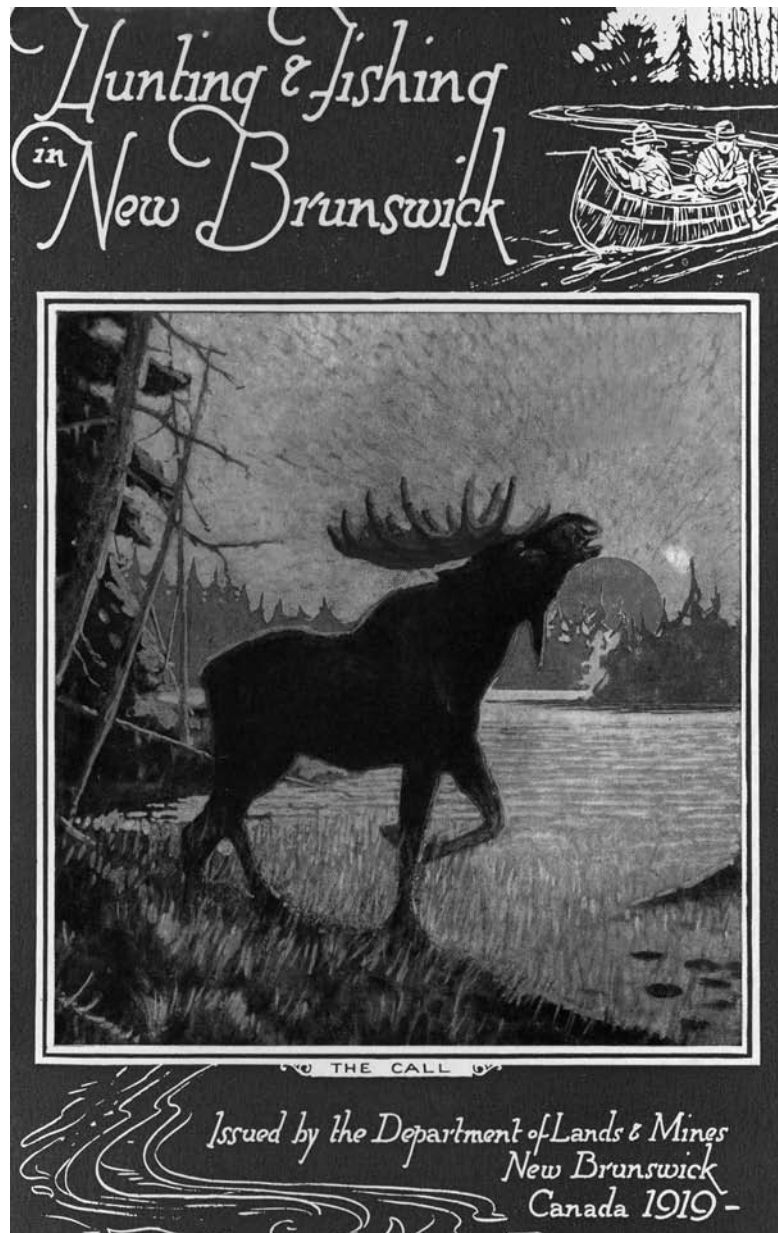
When New Brunswick, and tourism, were younger

In 1927, the New Brunswick Government created a Bureau of Information and Tourist Travel and hired a Fredericton sportswriter, Doug Black, to run it. The new office was apparently Black's idea, and he'd managed to convince the premier of the day, John B.M. Baxter, that it made sense.

Previously, the provincial government's role in the "tourist industry" had been largely hit and miss, mostly involving the old Department of Lands and Mines and often done in collaboration with the railways: the department promoted an important reason for coming



Fredericton sportswriter Doug Black became the first director of the New Brunswick Bureau of Information and Tourist Travel in 1927.



P350-502

RS617-A2B 1919

Silhouettes

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to New Brunswick—its abundant fish and game—and the railways promoted the best means of getting here.

But 1927 marked a new turn. Among the first projects of the Bureau of

Information and Tourist Travel was publication of a community-by-community list of places to stay in the province. It included hotels, inns, lodges, camps, and boarding houses, and it told which



The Minto Hotel in Grand Falls. This photo was taken shortly after it was built in the early 1900s, but 30 years later a traveller could still get a room for \$3 a night.

railways served the communities and what highways led to them. Visitors could get to Grand Falls, for example, via the CPR, the CNR, and by Highway 2—and could stay at the town's Minto Hotel, owned by William Pirie and Sons, for \$3 a night! Or they could make their way to Maces Bay, out from Saint John, and for \$250 rent an eight-room house for the entire Summer.

The accommodations booklet is part of the public records of the Bureau of Information and Tourist Travel (later

known simply as the Travel Bureau) preserved at the Provincial Archives of New Brunswick. The Archives also has the private papers of one of the Bureau's subsequent directors, early films about the province, and a large number of promotional photographs. Together, these collections provide a broad and important picture of how tourism evolved in New Brunswick over the decades.

Some parts of the province were, of course, receiving non-fishing, non-hunting visitors long before the

"Twenties. These included coastal places like Campobello Island and St. Andrews, which offered family-oriented resorts, sailing, wonderful scenery, and—especially appealing to some—an absence of hay fever.

But the great deterrent to inland travel had been the condition of the roads. Arrival of the automobile early in the century began a steady improvement, but it was still some years before newspapers could stop reporting out-of-town motor trips as courageous

adventures not for the faint-hearted.

By 1934, however, things had changed dramatically. New Brunswick, now billing itself as “Canada’s Unspoiled Province by the Sea,” issued a brightly coloured highway map that year listing road distances from outside the province, historic sites, motor vehicle laws and customs regulations. It also denoted places where individual game species were particularly abundant, a sign that this was still considered the province’s paramount attraction.

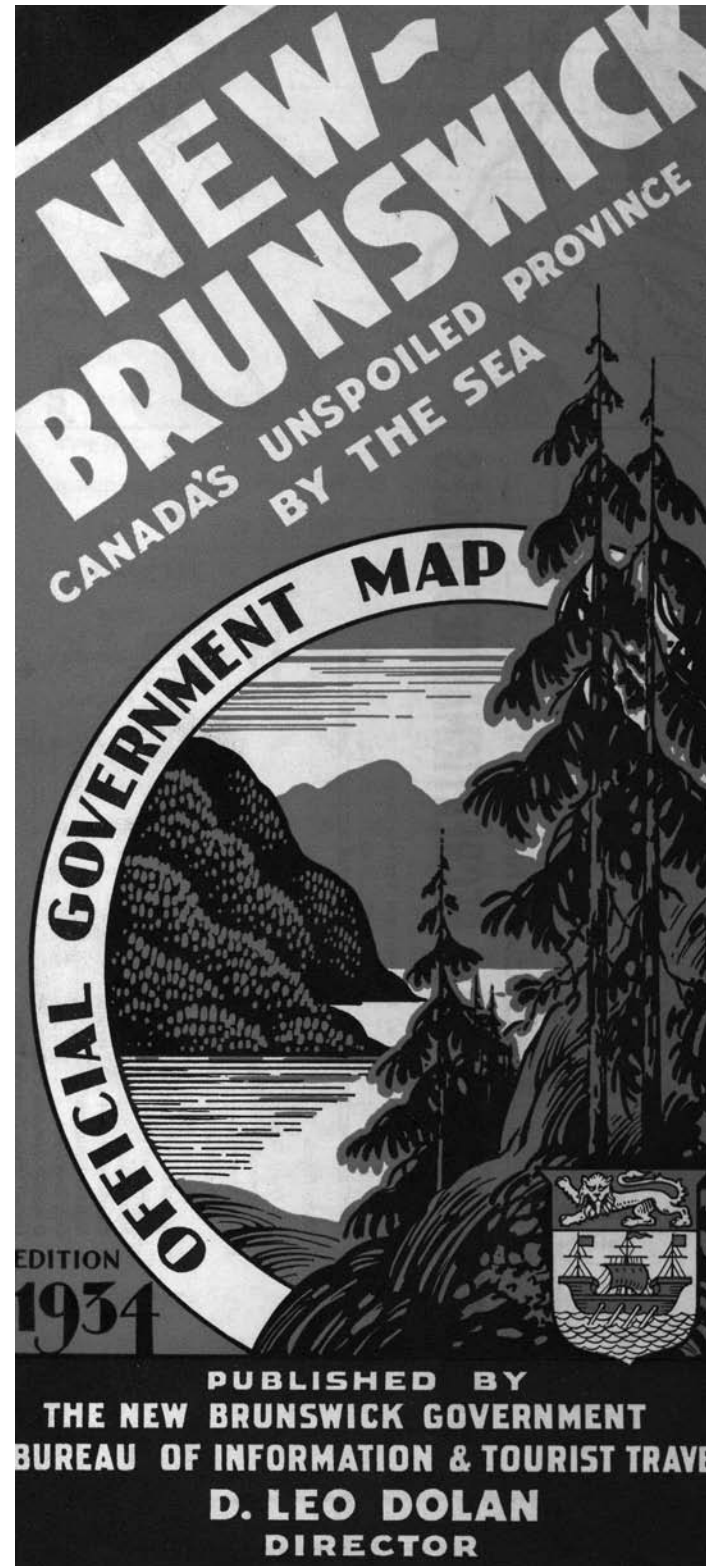
It would be, in fact, nearly another two decades before New Brunswick’s tourism advertising began to place greater emphasis on the province’s other attractions. In his annual report for 1952, a new Travel Bureau director, Robert Tweedie, declared his belief that the province “must be shown as something more than a game and fishing preserve.” New Brunswick had become a place where people lived a balanced economic, commercial and social life, he said, and it should be advertised that way.

Tweedie is the director whose own private papers are at the Archives. They add another dimension to the duties and responsibilities he assumed in that job. A native of Centreville, Carleton County, he had served for 16 years as private secretary to Liberal premiers Allison Dysart and John McNair before going to the Travel Bureau in 1951, and he remained in his new post after the Progressive Conservatives, under Hugh John Flemming, were elected in 1952.

Affable and energetic, Tweedie already had a wide range of contacts, and he merely expanded them as head of the Travel Bureau. In the concentrated little world of Fredericton at mid-century, it was possible to operate in several spheres, and Tweedie adeptly did that. For example, he could, through his acquaintance with Roy Howard, an

American salmon fisherman and head of the Scripps-Howard newspaper chain, help UNB try to land then-U.S. Vice-President Richard Nixon as a

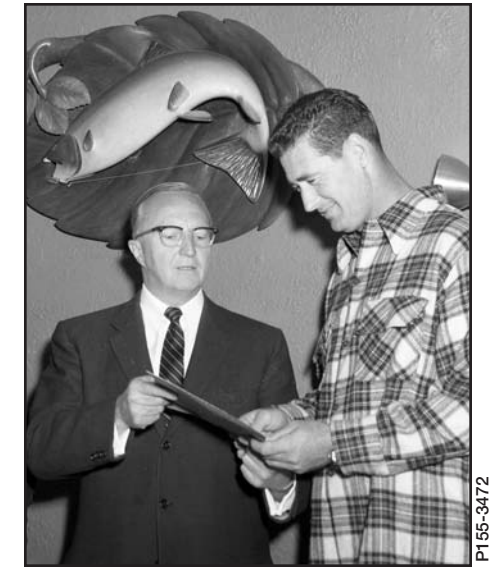
Convocation speaker (that one didn’t work out). And he could act as a smoothing go-between in the occasionally testy relationship among



RS617-A1a 1934



RS617-A1a 1956



P155-3472

Travel Bureau director Robert Tweedie, left, with baseball star Ted Williams, a frequent visitor to New Brunswick for salmon angling.

Lord Beaverbrook, the university, and the government (a better outcome generally).

In 1960, the Travel Bureau, still under Tweedie’s aegis, published a promotional booklet whose cover proclaimed New Brunswick “Canada’s Picture Province.” Viewed almost 50 years later, the booklet, with its blend of black and white and colour photographs, could be called the beginning of the modern era of tourism promotion in New Brunswick. It is, as well, an alluring period piece, showing winding roads, covered and arched bridges, charming fishing villages, and lovely scenery. Some of the text was quaint, but there was a noticeable absence of the hard sell. Even as the recently opened Beaverbrook Art Gallery, a new hydro-electric dam on the St. John River (Beechwood), and linear “modern motels” signalled its progressive mood, New Brunswick’s basic appeal remained its essentially rural character and the beauty of its countryside. ■

The road from Fredericton to Newcastle—in 1839

IN THE SUMMER of 1839, Edmund Ward, editor of *The Sentinel and New Brunswick Advertiser*, a paper briefly published in Fredericton, undertook a tour of the northern and eastern parts of the province. He left this description.

We quitted home in the stage for Newcastle, crossing the river and proceeding by the Nashwaak. Here the traveler is struck with the neglected and dangerous state of the high road, in the immediate vicinity of the capital of the Province, and which abounds with romantic and picturesque scenery. . . .

We are aware that the neglected state of the road alluded to may be attributed to the circumstance of another line about to be opened; but still it is one of importance to a large part of the population on the Nashwaak; and particularly so, since the impediments and obstructions that have been placed on the river by the Mill Company preclude the possibility of their bringing their produce to market by water.

There are objections also against the new line of road; it comes out much higher than it was originally intended, and terminates with a steep hill, at a bridge, which it has been found necessary to raise eight feet during the present year, altho' without entirely obviating the danger of the descent.

At a distance of 18 or 19 miles from Fredericton, the road crosses the Nashwaak River; and after passing over a portage of about 20 miles, the traveler finds himself in Boiestown. The road over the portage is generally level and dreary, rendered moreso by fires which have swept over the country; destroying in a great degree the foliage of the trees; and it is not until he has arrived within five miles of the village, that any cultivation or improvements are seen.

Boiestown is a more compact village than is usually to be met within these provinces, and it is situated on the southwestern branch of the Maramichie [sic] river, nearly 80 miles from Newcastle, and probably 120 miles from where that river empties into the Gulf of St. Lawrence.

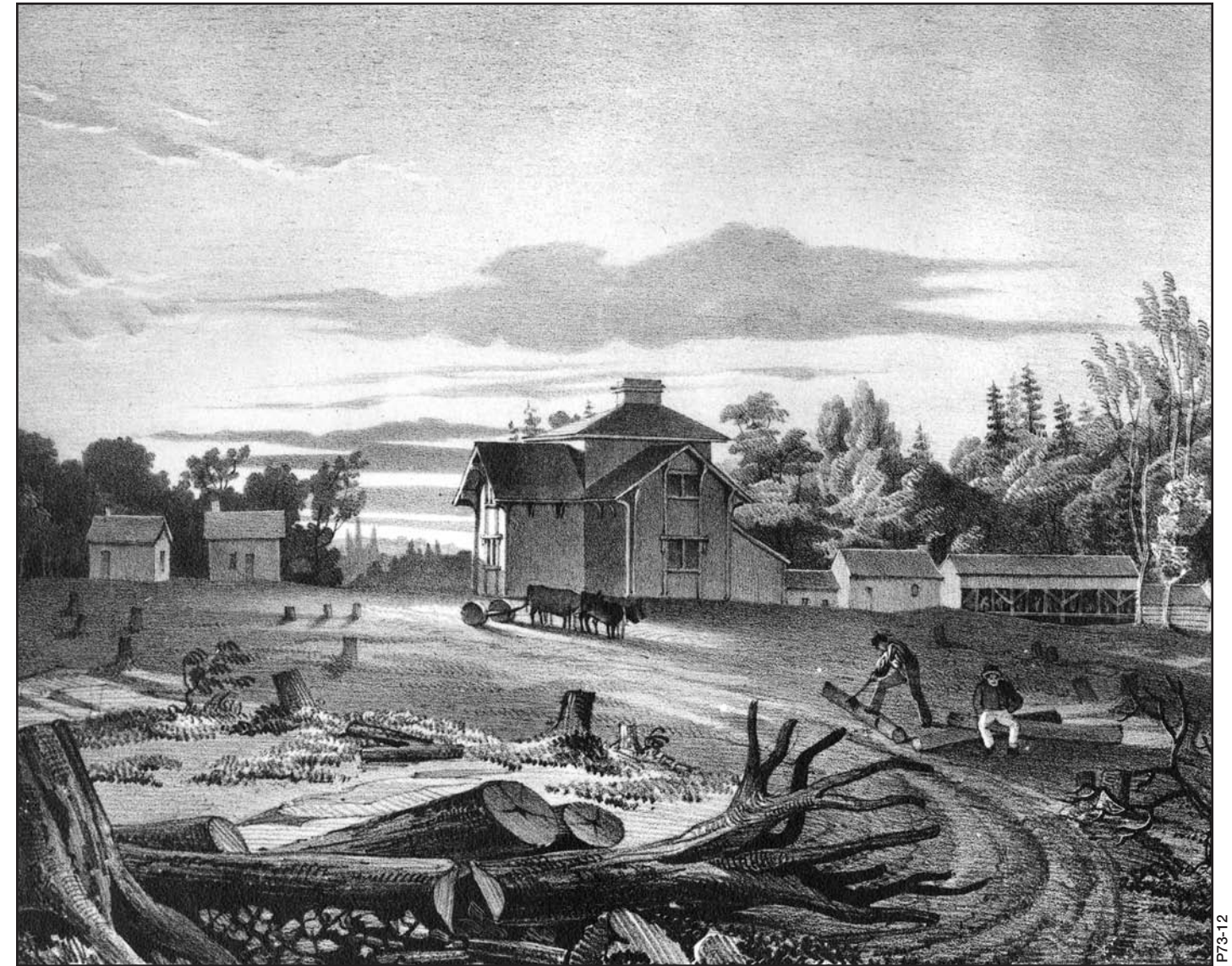
This settlement owes its formation to the lumbering pursuits of the population of that part of the country; and enterprises of Mr. Boies, whose name it bears. That gentleman has erected a large and commodious school-house, the seats rising in the form of an amphitheatre, capable of containing at least 200 persons; and which is occasionally appropriated to the purpose of divine worship, whenever a stray preacher of the gospel finds his way to that neglected portion of the Christian fold.

After leaving Boiestown, at a distance of about 18 miles the road, which passes through a well-settled and culti-

vated country, crosses the Miramichie [sic] and traverses the right bank. After crossing the ferry at a distance of 10 miles, [there] is a most excellent house of entertainment, kept by a person name of Decantlin, and which may be considered, with the exception of those at Boiestown, as the only good house on the road to Newcastle, subsequent to leaving Millar's and Brown's on the Nashwaak. . . .

After leaving Decantlin's and passing the mill establishment of Mr. McLaggan, who not only attends to that department of industry but has a large part of his property under cultivation, there is another ferry to cross. The scow which is used for the purpose of passing being out of repair, the horses were taken out, and the wheels of the wagon being placed in two canoes brought abreast of each other and carried safely across, the horses swimming over, urged by Mr. Swim, and the mail and luggage being transported in another canoe. Three miles from Newcastle is a fourth ferry, at which there is at present a scow; but we observed a good-sized horse boat lying at anchor, which will supercede that dangerous and uncomfortable mode of transportation.

When arrived at Newcastle, the traveller finds a neat and well-built little town, which was formerly a place where considerable business was transacted.



A typical New Brunswick tavern of the 1830s. Edmund Ward stopped at one such "house of entertainment" on his trek from Fredericton to Newcastle.

But the great fire that "overrun" that part of the province [the Miramichi Fire of 1825] was fatal to its increase; and the town of Chatham, which escaped the conflagration, and was urged forward by an enterprising and liberal mercantile establishment, has become a prosperous and successful rival.

On the whole route from Fredericton to Newcastle, there is not a resident Minister, Doctor or Lawyer, and we are

not sure that there is a School-master, although it is a well-settled country; and where the lumbering propensities of the population have been indulged to a very great extent.

(Ed. Note: For readers who might wonder what Ward meant by "a most excellent house of entertainment," it was a roadhouse and tavern at Blissfield, six miles downriver from Doaktown. The proprietor was John Decantillon,

whose last name Ward misspelled. Ward was a good newspaper man, though. He ran the *Sentinel and New Brunswick Advertiser* from 1837 to 1844 and wrote *An Account of the River Saint John* in 1841. Later, he was a travelling writer for the *New York Herald* and edited *The Bermuda Herald*, published by his son.) ■

Josh Beutel reception celebrated PANB editorial cartoon collection

DESPITE inclement weather, a hundred people gathered in Saint John in early December to celebrate the acquisition by the Provincial Archives of an outstanding collection of editorial cartoons by renowned New Brunswick cartoonist Josh Beutel.

“The acquisition of Josh Beutel’s work offers the province an extraordinary opportunity to add an extensive and rich collection to the Archives,” said Marion Beyea, provincial archivist. “The cartoons are of great value and importance to understanding New Brunswick history. For the researcher,

they offer a complex historical source which can be used to study a diverse range of subjects and to illuminate popular opinion or the mood of our society at a given time.”

Josh Beutel’s caricatures are a welcome addition to the Archives,” said Supply and Services Minister Roly

MacIntyre. “His work has been a mainstay of editorial commentary in New Brunswick for the past 30 years. By creatively illustrating the lively public debates that have flourished in our province, his cartoons have recorded a valuable piece of our history, our various concerns and evolving point of view.”

The collection is valued at \$300,000, of which a significant portion was donated by the cartoonist. The acquisition was also strongly supported by the Associates of the Provincial Archives of New Brunswick and the Viscount Bennett Trust Fund.

The original ink drawings come to the Archives on paper of various sizes, light board or illustration board. Within the collection, there is a series of 68 coloured drawings that were once prepared for the Canadian Broadcasting Corporation (CBC).

A member of the Association of Canadian Editorial Cartoonists, Josh Beutel was born in Montreal in 1945. Following fine arts and education degrees, he taught art in Ontario and Labrador high schools and then began cartooning in 1972. After moving to his wife’s home province in 1976, he became the resident cartoonist for the

Telegraph Journal and *Evening Times Globe* from 1978 to 1993. His work grasped the issues of the day without fear of controversy. Beutel’s editorial cartoons have since been syndicated. He has been widely published, and has participated in a variety of international cartoon festivals. He has also produced five books of his own work.

Provincial archivist Marion Beyea said the success of the reception was proof positive of the high regard Mr. Beutel holds in New Brunswick, as well as the support regularly extended to the Provincial Archives and its Associates. ■



Jean-Claude Noel photo

Pictured at the Reception and Exhibition of Beutel cartoons last December 1, 2006 in Saint John are, from left to right, Dr. Margaret Conrad, key-note speaker; Josh Beutel, the Honourable Roly MacIntyre, Minister of Supply and Services; Dr. Gwen Davies, President of the Associates.

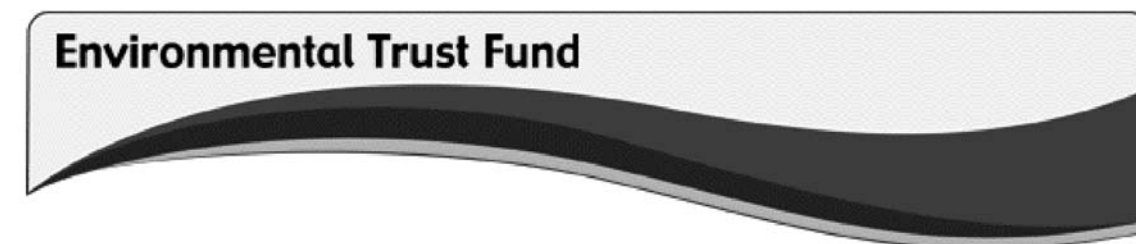
Environmental records now available

TWO SERIES of archival records related to the environment are newly available at the Provincial Archives, thanks to the successful completion of a project sponsored by the

John River Basin Board (1957-1976) mandated to deal with one of the most critical environmental issues of the 1950 to 1975 period, the pollution of the St. John River Basin; and the records of the

researchers to gain a comprehensive perspective on environmental change, they will also help promote the importance of long term conservation, and allow an understanding of how governments, bureaucracy and the general public identified and addressed important environmental issues of the day.

Finding aids for these records will be



Associates and funded by the provincial government’s Environmental Trust Fund.

Organized and described through the project are: the records of Saint

Deputy Minister of Natural Resources (1899-1976) documenting the key role this Department has played in the management of New Brunswick’s natural heritage. Both series have a high potential for use. Not only will they allow

produced in print form as well as uploaded to the internet. They will be highlighted also in the environmental thematic databank on the Archives web site. ■

Management of Government records another key role of PANB

MOST RESEARCHERS and supporters of the Provincial Archives of New Brunswick know how invaluable the records are that PANB makes accessible to the public. However, what they see is the tip of the iceberg in terms of the work PANB staff does to acquire records that warrant permanent preservation.

A significant part of the PANB mandate is the management of the records of government departments and agencies with the objective of ensuring that the decisions and programs of government are documented, that the records documenting them are maintained efficiently and are available for use when required, and that permanently valuable records are identified for archival preservation and records no longer required are authorized for destruction.

This work is carried out by the Recorded Information Management Unit that ensures that government records are properly maintained during their active period of use in depart-

ments and agencies and the semi-active period when records are stored safely and economically at the Records Centre managed by PANB.

Records Analysts in the Recorded Information Management Unit of the Archives advise and assist departments throughout government. They assist with the development of file plans and retention and disposition schedules that define the life span of public records. They also develop corporate records management policies and procedures.

The Recorded Information Management Unit provides training in records and information management through consultations, regular workshops, and multi-day courses. Also, the Records Management Network provides a forum that permits the exchange of ideas, the dissemination of information, and the achievement of common goals within the field.

New challenges now await—the management of electronic records. After four decades of providing leadership to



Denis Noel photo

Seventy-five thousand cubic feet of government records that are used only on an infrequent basis are kept in low cost storage. Shown here are Bob Whitlock, supervisor of Records Centre Services, on the ladder, with Bezhad Azizi.

government in managing paper and other traditional record formats, the Recorded Information Management Unit is now manoeuvring the crest of change. ■

Daniel Johnson Vital Statistics database continues to receive support

THE NEW BRUNSWICK Genealogical Society and its branches and members continued to provide valuable support over the past winter toward the financial cost of acquiring the Daniel Johnson Vital Statistics database.

This database, based on over 23 years of work compiling information from New Brunswick newspapers, is an extraordinary contribution to genealogical, biographical, demographic and historical research.

NBGS members raised over \$2,100 in donations from Society members

from November, 2006 to February, 2007, answering a challenge from one of its members.

NBGS President Mary Rosevear thanked donors in the Society's Spring 2007 newsletter and indicated contributions are still welcome. ■

NEW AT THE ARCHIVES

Selected Recent Acquisitions

Government Records

RS154 Queens County Council Records. Published Minutes and Proceedings of the Municipal Council. 1950, 1958-1960, 1965-1966.

RS685 Nackawic Municipal Records. Agendas and Minutes of Council. 1970-1996. .6 m.

RS230 Records of the Advisory Council on the Status of Women. Correspondence, minutes and reports. 1978-1989. .6 m.

RS399 Women's Issues Branch Records. Correspondence, minutes, reports. 1980-1993. 1.5 m.

RS82 Parks Administration Records. Provincial park development and feasibility reports and studies. 1964-1988. 1.2 m.

RS952 Queens County Circuit Court Minute Book. 1935-1995. 1 volume.

RS899 Maritime Provinces Higher Education Commission Records. Memoranda. 1974-1978. .6 m.

RS170 Fisheries Development Board Records. Includes minutes of Loan Board meetings, 1946-1977. 1.8 m.

RS419 Fredericton Municipal Records. Visitors' Register. 1948-2006. 1 volume.

Private Records

P630 Ian Brown fonds. Includes over 2.2 metres of negatives (mostly 35 mm) taken by Fredericton photographer, the late Ian Brown, primarily for the Daily Gleaner. Subject headings in his alphabetical listing include: accidents, bridges, churches, curling, hockey, Hatfield, Legislature, politicians, schools, STU, scenes, TNB, UNB. 1960s-1980s.

MC1763 Forest Hill Cemetery Company fonds. Accounts, bylaws and record books of the Cemetery Company dating from the 1870s to the 1980s. Also George Bidlake's recent publication, "Forest Hill Cemetery: A Biographical Index. (A Biographical Index of those who are buried, or plan to be buried, at Forest Hill Cemetery, Fredericton, New Brunswick, Canada)"

MC3363 Sarah Martha (Coburn) Mitchell (1865-1927) Diaries. 1917-1918 and 1925-1926. Kept by a Scotch Settlement farm wife, married to Amos Mitchell, who made entries faithfully each day. The diaries contain information about the weather and

farming, lumbering and social activities of her family and community as well as a record of church attendance, visitors' names, phone calls and letters received, births and deaths of neighbours, etc.

MC3368 Report of the Saint John Relief and Aid Committee, Disbursements for the Sufferers by the Fire in Saint John of 20th of June 1877 (Saint John, The Daily Telegraph and Job Office, 1879). Contains a list of contributions (both and amounts of money and goods offered and messages) made by over 3,000 cities, institutions and people around the world to provide relief to Saint John after the Great Fire. 206 pages, hardcover.

New Finding Aids

Government Records

RS 442A Westmorland County Court Files—Miscellaneous (1835-1979) (new)

RS138 Jordan Memorial Sanatorium Records (birth dates prior to 1908) (revised)

RS918 Gondola Point Municipal Records (Minutes: 1967-1987) (new)

RS936 Edmundston Judicial District Criminal Indictments (1979-1991) (new)

RS231 Records of the Task Force on Social Development (1970-1971) (revised)

With the support of the Environmental Trust Fund:

RS234 Saint John River Basin Board Records (1957-1976) (revised)

RS106 Records of the Deputy Minister of Natural Resources (1899-1976) (significant additions and revisions)

Additions to Archives Website

Deaths—RS141C5, 1957 updated (4,694 records added)



P93-V-179



P93-G-102



P93-Ca-53



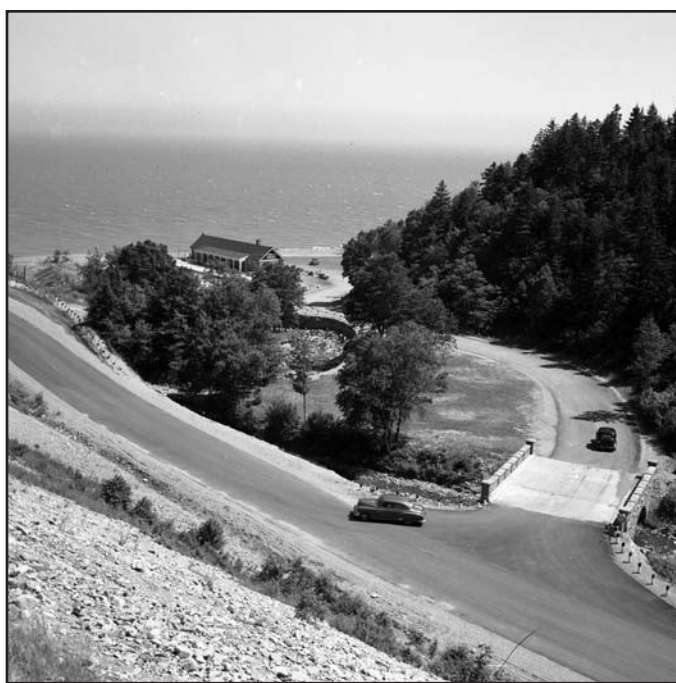
P93-Y-88



P93-S-86

The Picture Province

THE SIMPLE PLEASURES of a New Brunswick vacation were stressed in the province's tourism promotions of more than half a century ago. They included photogenic countryside, like that shown in the panorama of New Denmark, Victoria County, at the top of this page. As always, beaches like Youghall Beach at Bathurst (left insert) were an attraction, as was harness racing at Woodstock's Island Park (right insert). "Sports" fished for salmon in rivers like the Miramichi, but few did it from a horse; the photo above appeared in a 1940 advertisement in the *Boston Post*. Fresh farm produce was available at small roadside stands—the one, above right, was at Sheffield, near Fredericton. In the 1950s, the province had a new attraction at the ocean's edge: Fundy National Park, middle, with a warm saltwater swimming pool as a clever alternative to the chilly waters of the adjacent bay. Finally, crafts were recognized as part of New Brunswick's appeal. At right, Madame Blanchard, a weaver in Caraquet, is shown in her studio in 1936. Taken as a whole, these photographs, all from the tourism collections at the Archives, reflect something of the province's history and the culture of the day, as well as its promotional emphasis; they are an engaging example of why preserving government records is an important archival function.



P93-A-68



P93-G-24

La province pittoresque

IL Y A PLUS d'un demi-siècle, dans ses campagnes touristiques, le gouvernement provincial vantait les plaisirs simples des vacances au Nouveau-Brunswick. On y retrouvait des paysages photogéniques comme cette vue de New Denmark, dans le comté de Victoria, au haut de la page. Comme toujours, des plages telle la plage Youghall à Bathurst (encart de gauche) étaient populaires, de même que les courses attelées comme celles du parc Island, à Woodstock (encart à droite). Si les « sportifs » aimaient taquiner le saumon dans des rivières telles la Miramichi, peu le faisaient à cheval; la photo ci-dessus fut publiée en 1940 dans une publicité dans le *Boston Post*. Des étalages routiers offraient des produits frais de la ferme; celui en haut, à droite, était installé à Sheffield, près de Fredericton. Dans les années cinquante, la province s'est vue dotée d'une nouvelle attraction en bord de mer : le parc Fundy (au milieu), avec piscine d'eau de mer en guise de solution de rechange ingénieuse aux eaux froides de la baie voisine. Enfin, l'artisanat fut reconnu comme faisant partie des charmes du Nouveau-Brunswick. À gauche, on aperçoit madame Blanchard, une tisserande de Caraquet, dans son studio en 1936. Dans l'ensemble, ces photos, puisées dans les collections des Archives portant sur le tourisme, révèlent certains moments forts de l'histoire et de la culture de la province ainsi qu'un souci de les mettre en valeur. Elles démontrent de façon éloquente que la conservation des documents gouvernementaux est une fonction archivistique essentielle.