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## Maine Developments, April 1962

Maine Department of Economic Development

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# MAINE DEVELOPMENTS

Department of Economic Development

• Augusta, Maine •

Lloyd K. Allen, Commissioner

Vol. 1 No. 5

April, 1962

## PROMOTION PAYS OFF

This picture proves that you can't always tell which way a cat is going to jump, or how big a splash he'll make if he happens to land in the dishpan.



The promotion which we are about to study caused quite a splash, and resulted in this picture being taken of Commissioner Allen and Past President Rex H. Garrett of the Rockland Rotary Club admiring the latest State of Maine brochure with Dr. Sabina Lietzmann, U. S. correspondent for the German daily newspaper FRANKFURTER ALLGEMEINE ZEITUNG.

The promotion was dreamed up by James G. McLoughlin, PR man for Simons, Paysons Company of Portland which handles DED advertising and some of its publicity. In effect only a couple or three months, it's received commendations from President Kennedy and achieved publicity for Maine via nationwide radio and TV, magazines, the news wire services and in several foreign countries.

As is so often the case with public relations promotions that click, this one had more to it than profit to the client alone. It has been hailed as a vehicle to improve international relations.

It consists of hosting members of the foreign press stationed in New York and Washington in Maine homes weekends, two or four at a time. As this was written, correspondents from eight countries had enjoyed Maine hospitality: Greece, Denmark, the Netherlands, Lebanon, United Kingdom, Italy, West Germany, Australia — and the end is not yet in sight.

## FISH & CHIPS

Thousands of world travelers have gazed upon canned seafood delicacies from the State of Maine at the U. S. Travel Information Center operated by Trans World Airlines in London's Piccadilly. The Maine display is sponsored by the Department of Economic Development in cooperation with the Department of Sea and Shore Fisheries.

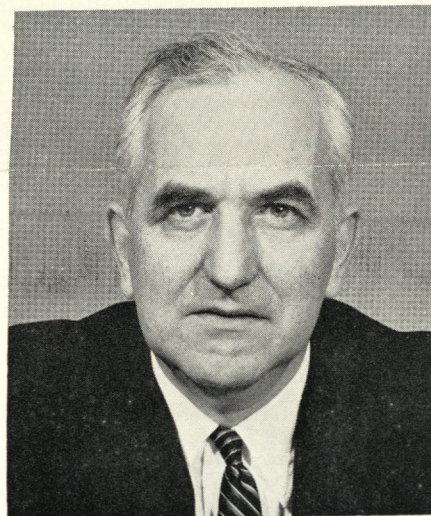
## Deputy

The gentleman caught in the act of wearing a necktie in this candid camera picture is DED's new Deputy Commissioner. His name is PHILIP J. MACY; he's 54 years old; lives in Manchester, just outside of Augusta, and his grandfather wrote "I'll Take You Home Again, Kathleen" and other famous and lovely songs, but Macy can't even carry a tune. His father was a physician, but Phil can't distinguish a femur from a bronchus.

Commissioner Allen was philosophical about these deficiencies, in an exclusive interview which he graciously granted MAINE DEVELOPMENTS' star reporter. "You can't have everything," he sighed. "And besides, the job doesn't call for crooning or for appendectomies.

"What this job calls for is a man with a broad background in the fields of business, advertising, public relations, banking and newspaper work. It needs a man with several years under his belt as an account executive and public relations director with New York advertising agencies, in addition to newspaper experience with the N. Y. DAILY NEWS, N. Y. POST and the UNITED PRESS.

"The man this job calls for," Commissioner Allen continued, "should have a lovely wife and three lusty children and a father-in-law who makes maple syrup, and he should have graduated from the Polytech Preparatory Country Day School of Brooklyn, N. Y., and Rennselaer Polytechnical Institute in Troy, N. Y., as well as being a Methodist and a member of the Maine State Employees Association Advisory Committee and active in Manchester



school and town affairs and a former director and vice chairman of the Augusta Red Cross.

"I would say that he should have had just about five years experience with DED, on top of all the rest, and at least two of those years as Assistant Director of the Public Relations Division.

"Mr. Macy fills the bill in all of these particulars and more," Commissioner Allen stated, "and that's why I named him Deputy Commissioner of the Department of Economic Development when Maurice Williams quit to take a job in Washington."

## MAINE PRODUCTS SHOW

By the time this issue of MAINE DEVELOPMENTS reaches its eager readers brochures explaining the Maine Products Show in Bangor August 15, 16, 17 this year will have been mailed to Maine manufacturers and others.

It wouldn't do a bit of harm and it might save disappointment later on if manufacturers who want to show their wares to visiting purchasing agents, Government procurement officers and the general public would use the space application blanks in the brochure, before it's too late.

Although no circularization had taken place, nearly twenty-five per cent of the available exhibit space in the big Bangor City Auditorium had been spoken for by April 1. There were several requests for space from out-of-state manufacturers which we had to decline with regrets. This is an all-Maine show, with the exception of Government exhibits.

## INESCAPABLE

Whether you want to or not, you just can't get away from using the products of one of two Maine companies — Kraft Foods Division of National Dairy Products Corp., Portland, and Marine Colloids, Inc. of Rockland. Their seaweed and Irish moss extracts are used in 70 widely differing products.

If you eat ice cream, paint your house, brush your teeth, wash your hair, put rubber panties on the baby, polish your car or lug home your groceries in a paper bag you are the consumer of a product which contains an alginate, or derivative of Irish moss or seaweed.

The product is used as a stabilizer for foods, beverages and pharmaceuticals, and a smoother-outer for inks, paints, waxes and adhesives.



# Springklets

Probably pretty nearly everyone except the teachers and truant officers and constables and apple tree owners thinks that the children in his own town are the smartest, nicest, prettiest and best behaved of any to be found anywhere. Especially parents.

This attitude often has led to debate and sometimes, worse.

Practically the entire staff of MAINE DEVELOPMENTS has been researching diligently upon a solution to this situation, he has. And MAINE DEVELOPMENTS is happy to announce that it has performed yet another miracle of public service, as a result of this research.

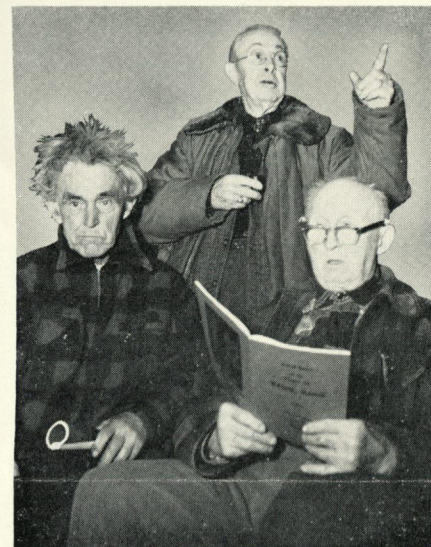
The MAINE DEVELOPMENTS staff has put an end to the long controversy over which town has the smartest, nicest, prettiest and best behaved children in Maine by casting a unanimous vote for the Town of West Gardiner, in Kennebec County, as being the home of the smartest, nicest, etc.

Oh, other towns came close. Some of them mighty close. In fact, almost 500 Maine cities, towns, villages, hamlets and plantations were in a tie for second place. That's how close it was!

## THE RECORD SPEAKS

But facts are facts. The record must speak for itself, and the fact that the MAINE DEVELOPMENTS staff, every last one of him, happens to hail from West Gardiner and is very happy about it, had nothing whatsoever to do with the just award.

However, despite the universal high esteem and regard in which MAINE DEVELOPMENTS is held, we would hesitate to appear before our unusually intelligent readers with any bare-faced and unsupported



suggestion that they swallow our decision whole, without so much as a small cup of corroboration as a chaser to help get it down with.

We shall, therefore, quote verbatim from Vol. IV, Number 9 of PTA News, an eminent journal published sometimes by the boys and girls and teachers and mothers and aunts who all have a hand in running the West Gardiner Consolidated School, one way or another. We are sorry that we cannot reproduce the whole issue here, for it is very good reading indeed.

The following bits of poesy and philosophy are excerpts from a special section of Vol. IV Number 9 entitled "SPRING, by Pupils of the sixth and seventh grades":

## PROOF OF THE PUDDING

"Spring is a time  
when the leaves begin to bud  
and the flowers start to come  
and all around you is mud."  
*Carol Harris*

"The beauty of the blooming trees  
is too much to behold."  
*Susan Barnard*

"We have a lot of strong windy breezes,  
If people aren't careful they end up with  
the sneezes."  
*Steven Bowman*

"But Spring as it is in lots of kids' eyes,  
'No school' for a little while."  
*Dale Sutter*

"Some of the birds that return are robins,  
bluejays, and wild ducks and geese."  
*Gary Benson*

"It is time to start flying kites in the wind."  
*David Cain*

"Spring is a wonderful time of the year."  
*James Raymond*

"Flowers are blooming,  
Bees are buzzing,  
Spring is coming,  
Swimming is near."  
*Allen LaVoie*

"Soon we'll be mowing  
The grass that is growing  
So let's all cheer,  
Spring is here."  
*William Wheelock*

"The boys are playing ball,  
The girls jumping rope,  
The laughs, shouts and giggles,  
'Tis Spring."  
*Joseph Look*

"Everyone is saying, 'Oh, boy,  
only three more months of school  
and then summer will come.'"  
*Anon*

# Buster Bunyan's Bubble

## GOONHILLYDOWNS

The scientific journals, the general magazines and the newspapers have been full of stories about the bubble and how it is part of an earth station for communication by satellites, and there'll be a lot more publicity when the first test is made, probably some time in May. The tests will involve the transmission of messages from the Andover bubble which will bounce off a satellite in the sky, to be received by a similar bubble in a place in England called *Goonhillydowns* which shouldn't need any publicity, with a name like that. There'll be a bubble in France, too.

The satellite will be orbited from *Canaveral*. The whole deal is a cooperative venture between A. T. & T. and some of its affiliates and the NATIONAL AERONAUTICS AND SPACE ADMINISTRATION.

Frankly, we don't feel qualified to discuss the innards of the critter and to explain how it digests its food, but we did pick up a few local angles, so to speak, during a recent visit in which we were shown around by a *Mr. Burdick W. Pierce, Site Manager*, and a very charming and erudite gentleman indeed.

## BOWL FOR A BUBBLE

We're mighty lucky to have the bubble in Maine because it might have been installed in Texas, which brags too much already. It seems that the satellite's orbit will transect the United States on a line from Texas to Maine. Neither Texas nor any of the states in between could provide qualifications quite equal to Maine's, and that's why it was established here.

The best place for an earth station of this kind, *Mr. Pierce* said, is in a bowl surrounded by high hills to shield it from radio broadcast and other interference. Andover had the best bowl, so Maine got the big bubble.

Although clearing of the forest did not start until March a year ago, already the immediate area and the State have profited by increased business.

## BUBBLE BUSINESS

The *Bethel Inn*, nearby summer resort, remained open all winter to house electronics craftsmen and supervisors from out-of-state — at times, as many as 120.

The first building on the lot was a pre-fab log siding cabin by *L. C. Andrew* of South Windham and the same company later provided a large office and exhibition building.

Fifty-seven Maine contractors and subcontractors worked on the project last summer; 50-60 local workers were employed in

clearing, 15 will have steady jobs; the *Central Maine Power Company* erected five miles of poles to bring power from the *Rangeley* line and the *New England Telephone and Telegraph Co.* strung a cable from *Rumford*. A *Portland* oil company provides fuel at the rate of 1800 gallons daily.

A. T. & T. has built a 250-foot radio relay station on nearby *Black Mountain*, and the road which it improved will make old quarries and mines more accessible to rock-hounds.

## WE ALMOST FORGOT

to tell you what's inside the bubble. It's a steel and aluminum contraption 177 feet long and 94 feet high that looks like a gigantic ear trumpet, and that's just what it is. It sends the messages to the satellite and listens for the replies.

The reason the dacron and rubber bubble is suspended over it is to protect it from dust and weather. Every breath of air that's pumped into the bubble is pre-scrubbed to take out any possible dust, an occasion for rejoicing on the part of asthma sufferers. The air is temperature controlled, too.

Last fall, before the heat was turned on, a surprise snowstorm sneaked up during the night. By morning the weight of snow had formed a depression in the top of the bubble. And the more it snowed, the deeper the depression became.

Short of suspending a crew from skyhooks there was no way on earth to get up on top of the flimsy bubble, to shovel off the snow. Yet something had to be done, or the ear-trumpet would be squashed.

So they turned on the heat.

The heat melted the snow, alright, but the water just settled in the depression, and it kept right on snowing, and the snow melted, and the water got deeper and deeper in the depression, and the depression sunk lower and lower toward the big, expensive ear-trumpet that didn't want to be squashed.

It looked for a time, there, as if the folks in *Goonhillydowns* never would get that message. And they wouldn't have, either, if it hadn't been that Andover happens to be located in the middle of good deer country.

## 30-30 SOLUTION

A local deer hunter, whose name should be engraved on a golden plaque bolted to the main entrance and flood-lighted at night, saved the day by putting a few well-spaced holes in the bubble fabric with his trusty 30-30 Winchester carbine. The water trickled through the holes, and the day was saved — along with the ear-trumpet.

*Gander Yander . . .*

## CLEVELAND CUT-UP

Maybe you wouldn't know it, looking at this picture, but it took six governors or their representatives to sever all the ribbons that were cut to signalize the opening of the New England Travel Center in Cleveland, in March. Governor Reed, of course, was one of them.

DED Commissioner Lloyd K. Allen and Inland Fisheries and Game Commissioner Roland H. Cobb and members of their staffs attended the ceremonies and the Cleveland Sportsman's Show in which DED had an exhibit, at the same time. The opening made pretty good space in the local papers.

Maine has travel offices of its own in New York City and Montreal, Canada.

## MAMA'S ADVICE

A mama doughnut cautioned her daughter against doing the Twist: "You don't want to end up being a cruller, do you?"

## LEARN TO SAVE

"History becomes more and more a race between education and catastrophe."  
*H. G. Wells*





### ... Bunyan's Bubble

Since then, they've never let the fire out. They've had some much bigger storms than that first one that snuck up on them, but the snow always has melted and run off the rounded top of the heated bubble without inconvenience or embarrassment to anyone.

How did they manage to patch the holes in the bubble's skin?

They didn't. They're still there, for all to see. The air pressure is so slight and the volume so vast that a few small holes don't matter much, one way or the other.

Be sure to ask the guide to show you the holes, when you visit the bubble this summer.

And be sure to visit the unique and charming village of Andover. It's the only place in the world where you can see the very latest development in long distance communication and then tell your friends about it over a telephone that you cranked with your own hand.

### SPREADING IN ALL DIRECTIONS

"The Sugarloaf Mountain resort development is an excellent illustration of how a whole area benefits from a single new industry.

"Sugarloaf has become a major ski site in a few years. Business is flourishing. But its operators are by no means the only ones to gain.

"It is estimated that more than one-quarter million dollars have been spent in the last five years to build and furnish camps for Sugarloaf visitors. And the camp occupants spend money in the region while they are staying. Some, by the way, use the camps as vacation spots when they have leisure time, not for winter sports alone.

"And so Kingfield and other communities in Sugarloaf's vicinity are benefitting from the project's success. Success breeds more success, in other words. It is a thought to keep in mind when development projects are being considered."

BANGOR DAILY NEWS

### BIG PIPE DREAM

Great Northern Paper Company engineers made a \$2.5 million pipe dream come true when they turned the spigot to squirt sulphite pulp from GNP's big pulp mill in Millinocket through a seven-mile pipe line to its paper mill in East Millinocket.

Previously, the stock was dewatered, walled into folded sheets and shipped by rail to the paper mill, where it was sozzled in water, beaten and mixed before it was fed through the paper machines at the rate of something like half a mile a minute. Now the stock is pumped direct from mill to mill without re-sozzling.

Another interesting pulp pipe line brings stock across the St. John River from the Canadian town of Edmundston to the Fraser Paper Limited mills in Madawaska, Maine.

### HIYA, HYL A

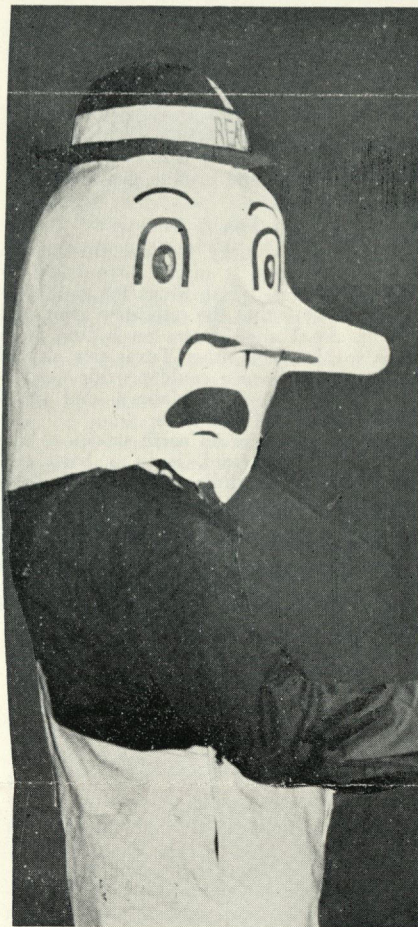
There'll be a whopping crop of peepers this year, if all the talk being made by the hyla crucifers in the bogs this spring means anything.

### READY-CRETE

You can't see them all here, but the gentleman in this picture has three faces, all of them bearing expressions of bewilderment. His message is: "Don't get mixed up" and it's addressed to do-it-yourselfers who contemplate dabbling in backyard masonry and cement projects.

It's likely that you'll see this three-faced character on displays in hardware stores all over Maine this summer, when he'll be introducing a new product of an old company with young ideas.

The Rockland-Rockport Lime Company in Rockland has handled agricultural lime in bulk quantities for sixty years and more. Now it is entering the retail field with a pre-mixed and small-packaged line of mortar, and sand, and gravel-mixes already for use, with the addition of water.



Governor Reed and DED Commissioner Allen attended the formal opening of the plant addition where the mixes will be prepared and packaged, with special machinery. Another good Maine product, Dragon Cement, will be utilized in the mixes.

The Rockland company will be the first in Maine to produce cement mixes for the retail trade. It will have an edge on other New England producers in the Maine and Maritime Provinces market because of high transportation costs which must be tacked onto the price of the heavy material.

To keep peace in the family, the company has produced an item for wives, too. It's agricultural lime in small, handy packages,

for use on small gardens and lawns. An inexpensive soil testing kit rounds out the line.

Other recent expansions by the Rockland-Rockport Lime Company include a lime crushing plant in Presque Isle and a mining and processing operation in Upper Kent, New Brunswick, under the name of Carleton Lime Company, Ltd.

### BANGOR IS ALERT

A big factor in the choosing of Bangor as the site for the second annual DED-sponsored Maine Products Show in August is the progressive attitude of the business people and the civic government officials of the area. The all-out cooperation of local organizations and government was of great importance in the success of last year's show, in Augusta.

An example of the progressive Bangor attitude was displayed on the front page of the BANGOR DAILY NEWS in a story about how the Bangor Chamber of Commerce already is laying its cards to take advantage of an eclipse of the sun that doesn't occur until next year. Bangor, it seems, will be one of the choice spots from which to watch the total eclipse which occurs July 20, 1963.

According to Norbert X. Dowd, the Chamber's executive secretary, the office already has received several requests for information, many from out of state. The Chamber, with the help of Prof. Donald L. Treworgy of the U. of M., is preparing a brochure with information about the eclipse, which at the same time will drum up tourist business for the area.

### PARKS PROVE POPULAR

The harder blow the winter gales the more people you are likely to see at Two Lights State Park at Cape Elizabeth. They come to watch the awesome spectacle of giant waves racing in from the broad Atlantic to dash themselves upon the rocky headland.

Two Lights, dedicated only last June, has fulfilled expectations as to its popularity by something over two and one-half times. It was estimated that 30,000 visitors would use it during the summer season, only. To date more than 85,000 have come to enjoy the magnificent sea view and to use the cook-out and picnic facilities, according to Lawrence Stuart, Park Commission director.

Even in winter the cook-out facilities are used, on sunny days, Stuart said.

The 101st Legislature will be asked to appropriate funds to develop another state park, Crescent Beach, about one-eighth of a mile south of Two Lights. The Beach was purchased by the state at a cost of approximately \$250,000. An engineering survey is now under way to determine the cost of developing the area for park use.

Crescent Beach and Two Lights together will form an unusual park combination — a mile-long bathing beach adjacent to a spectacular rocky headland.

Another new state park is scheduled for dedication during Family Recreation Week in June of this year — the 653-acre Lilly Bay State Park, with a four-mile shoreline on Moosehead Lake.

### OLD INDIAN TRAIL

From Atlantic to Megantic  
And back to Cupsuptic;  
Hence to Arrowbic  
And thence to Aroostic.