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# Maine Developments, May 1963

Maine Department of Economic Development

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# MAINE DEVELOPMENTS

Department of Economic Development • Augusta, Maine • Lloyd K. Allen, Commissioner

Vol. 2 No. 5 May, 1963

## TANI RESIGNS

Sulo J. Tani resigned as director of the Division of Research and Planning of the Department of Economic Development, effective May 31.

Commissioner Lloyd K. Allen, expressing regret at Tani's decision, said: "Sulo Tani has done a great deal for the State of Maine in his eight years with this department. The 75 or more planning agencies and half dozen regional groups brought into existence during these years attest to this. His knowledgeable analysis of local and state-wide problems and conditions has been invaluable in promulgating a program for the effective, long range development of the state and its communities."

Tani has been director of his division since the DED was created by the legislature in 1955. He came to Maine at that time from the New Hampshire Planning Dept. He plans to enter private business within the state.

"The division which Sulo Tani has directed for the past eight years has had supervision over the expenditure of hundreds of thousands of dollars in state and federal funds," Allen said. "But I believe that even more important than his efficient administration of these large sums for urban renewal and other state and national programs has been his work in awakening Maine communities to the necessity for planning for development and growth."

"Planning is basic to any effective development program. This subject was almost unknown among Maine communities when Tani assumed office. Today it is a recognized function of the progressive community in Maine. Tani and the staff which he directed have accomplished this."

## PROFITS

Through ignorance of economics, too many people have come to associate profits with something undesirable or improper, Oxford Paper Co. president William H. Chisholm said at the 14th annual meeting of the company's 25 and 40-year service club.

"Small profits mean the possibility of falling behind our competitors in making technological advances with a consequent loss of orders, less running time at our mills and less jobs.

"Good profits mean future progress, the ability to attract more people to invest their savings with us and some guarantee of future job security for all our people," he said. He said that the firm has spent \$55 million over the past ten years in expanding and improving its properties, exclusive of timberland purchases.

## Geological Studies Spur Economy

### ECONOMIC PURPOSE

Purpose of the "special economic studies" is to provide specific information to arouse interest in commercial exploration and development. Maine is one of but a few states with such a program in operation. The studies cost the state from \$12-\$15,000 each. Doyle estimated that mining companies (mostly Canadian) spent \$300,000 last year in exploration of prospects indicated by the studies.

The special economic studies are centralized within areas of known or suspected mineral deposits and they contain more detail regarding specific prospects than the general geological survey and mapping of the state which is a continuing program by both the Maine Geological Survey and the U. S. Geological Survey of the Department of the Interior.

Integrated geological-geophysical techniques and regional geo-chemical studies were employed in the Washington County program. The report indicates the location, type and extent of the prospects. Further exploration is required to determine the quality of the ore.

Three groups of from two to half a dozen men, some of them college geology students, conducted the Washington County studies last summer. Project Director and author of the report released this week is Dr. Robert S. Young, University of Virginia geology professor. The geochemical work was done by Dr. Lawrence Wing of the James W. Sewall Co., Old Town. Maps were prepared by Webster Stickney, DED geologist. The project was supervised by State Geologist Doyle.

A program which emphasizes the economic aspects of geological surveys is beginning to pay off for Maine, State Geologist Robert G. Doyle said. Several mining companies now are exploring Maine prospects described in special economic geological reports published by the Maine Geological Survey during the past two years.

And options were taken on Washington County lands in advance of publication of a survey report on that area this week. "Several companies bought exploration options on prospects which they hoped would be favorably mentioned in the report," Doyle said.

"Prospect Evaluations, Washington County, Maine," the report just released, is the third in a series of special geological economic studies published by the Maine Geological Survey, a division of the Department of Economic Development. It contains results of a detailed investigation of 25 base metal sulfide prospects in a twenty mile-wide coastal zone reaching from Gouldsboro and Trenton Township to the Canadian Border at Calais.

Previous studies, reported in 1961 and 1962, covered areas in eastern Penobscot and Hancock Counties. This year an area in Piscataquis County east of Moosehead Lake will be surveyed.

Doyle said that the presence of copper, lead, zinc, silver, molybdenum and nickel-cobalt deposits was indicated by the studies. Whether the deposits warrant commercial development can be determined only by costly exploration and "proving," he said.

## DOWN TO BEDROCK

"The Geology of Southern York County, Maine," fourth in a series of special geologic studies of the state, has been published by the DED. Arthur M. Hussey II, professor of Geology at Bowdoin College is author of the study which covers all of the Biddeford and the Kennebunk, and portions of the Berwick, Dover and York 15 minute U.S. Geological Survey quadrangles.

The study concerns itself principally with bedrock geology but does suggest that Southern York County is worthy of future exploration for commercial minerals, using modern methods. Two granite quarries, a brick kiln and sand and gravel stripping comprise the extent of commercial mineral activities in the area now, although several prospects were opened for silver, lead and zinc in the 1870's and early 1880's. This mining activity was short lived due to low grade and narrowness of the ore veins, Prof. Hussey reported.

The work was under the direction of Robert G. Doyle, state geologist.

## DEVELOPMENT

According to Bud Leavitt "The Sugarloaf of tomorrow is going to be something dreams are made of." In a special story in the *Bangor Daily News* Leavitt said: "A spectacular 10-year development estimated at a total cost of \$32,183,000" was announced by the Bigelow Corporation, a group of 18 Maine people.

Work in the Sugarloaf ski slope area will begin immediately, the *News* sports editor said.

Tentative plans announced by the Bigelow Corporation include 750 residential dwellings; 75 cooperative type lodges; 20 motels and dormitories; five commercial buildings; 10 civic buildings; 10 parking areas; 100 recreational buildings ranging from curling rinks to swimming pools.

"The corporation said . . . that the rate of growth depends on the speed and success with which Sugarloaf Mountain Ski Slope is developed, the availability of bank financing and other sources of money, the general state of the national economy and other imponderables."

MAINE  
AUGUST 1963



# Developing South Portland

If a medal were to be awarded the one man most responsible for the substantial industrial development in South Portland during the past five years, it would go to a Kentucky Colonel who retired from the U. S. Navy so he could live in Maine and go fishing.

The valuation of South Portland has increased by \$13,129,710 since 1958. The industrial development efforts of the city will bring \$367,631.88 in new tax money this year, with a rate of only 28 mills. A potential of fifteen hundred new jobs has been created by construction of some 20-or-so new commercial and industrial buildings and there are two industrial parks with 1,000 acres zoned solely for industrial and commercial use.

It is significant that all, or most of this development has occurred since Bernal B. Allen took office as city manager, five years and a few months ago. But it is extremely doubtful whether Allen would accept a medal for these achievements.

"We've been more successful than we had anticipated with our development program in South Portland," is Allen's way of putting it. "The reason is that the City Council recognized the importance of new business to the community and was willing to appropriate funds and approve municipal ordinances which would make the city attractive to industry."

"You just can't sell something that you don't have. It takes money and it takes work - and lots of it - to make a community into the kind of place in which an industry wishes to locate. No one man can do it alone. The city government, civic organizations and the citizens of South Portland, themselves, have pitched in with time, money and energy to make their community saleable."

## THE FORMULA

This, in a nut shell, is the formula for any Maine community which wants to acquire new industry. It must be a community effort, and it will most certainly require time, energy and money.

South Portland's stepped-up program for economic development began about five years ago, a few months after Allen became city manager. The city government organized an aggressive plan of development and added the duties of industrial agent to the city manager's responsibilities. It pledged cooperation with other governmental and civic development organizations, such as the South Portland Board of Industry, Greater Portland Public Development Commission, Area Development Council and the Maine Department of Economic Development.

The first steps included a revaluation of property, adoption of a model zoning ordinance, acquisition of land for industrial parks, appropriations for street construction, sewerage and water services for the parks. Statistics were collected, a brochure was published, advertisements placed in national magazines and metropolitan newspapers — and South Portland was in business.

These were the basic things — the foundations for economic growth.

But just as there's more to producing a farm crop than preparing the land, there's one heck of a lot of cultivating to be done before an industrial development program returns a harvest.

Bernal Allen's voice is not one you'd be likely to hear contesting for attention in a yammering crowd. But long after the loud-mouths are forgotten, you'd remember what he had to say.

## ALLEN QUOTED

The *Maine Developments* editor took some notes during an interview with the South Portland city manager and industrial agent. Here are some of his remarks which may be of use to officials seeking to develop the economy of other Maine communities:

"Build a bulwark against discouragement by realizing that yours is only one of many thousands of communities seeking to attract new industry. You can't expect to fill a speculative building just by placing an ad in a magazine. If a major community can acquire one substantial industry in five years, it's doing better than the national average."

"Advertising is good, but just about 99 per cent of my leads have come from the DED and from business acquaintances scattered throughout New England and elsewhere. Many friends tip me off when they hear of an industry contemplating a new plant. I'm usually in that firm's office the first thing in the morning, on the day after I've received the tip."

"You don't 'sell' industrial property. You make your community and your property so desirable that the prospect wants to buy it. No industrial executive will allow himself to be high pressured into a plant location. There's too much involved — it could mean the difference between success or failure for his company."

"I am very happy if I can land one industry out of 100 prospects. And I am very thankful to have a City Council which understands the hazards of the game and backs me up in everything I am trying to do."

"Many a good industrial agent and development group is hampered by: 1) refusal of municipal government and citizens to appropriate funds to make the community and the location attractive to industry, and: 2) the impatience of uninformed citizens and officials who expect results too quickly."

## SATISFIED CUSTOMER

An example of the effectiveness of the South Portland method of attracting new industry is provided by Cott Bottling Company of Portland, Inc., which is just mov-

ing into its own new 42,000-square-foot plant on the edge of one of South Portland's industrial parks.

"Frankly, we probably wouldn't have located here had it not been for Bernal Allen," Frank Spellicey, the beverage concern's general manager told the *Maine Developments* editor. "Somehow, he found out that we were contemplating a move about 2½ years ago. Ever since then he worked to get us to locate in South Portland."

"Not once did he try high pressure methods. In his quiet way he located just the site we were looking for, and did everything you can think of to smooth the way for us to acquire the land and put up our building."

"I think that South Portland has the best municipal government and is the best and most economically operated of any of the several cities in which I have lived."

That's a satisfied customer speaking! A customer acquired by the "soft sell."

## ELECTION INTERVENES

Bernal Allen did not get into the field of municipal government and industrial agenting through any fault of his own. He'd spent some time in Maine during his 16-year hitch in the Navy. When retirement came he moved to New Portland, with the best intentions in the world of spending his days hunting and fishing.

"But they elected me to the board of selectmen instead," he explains with a sigh.

While he still enjoys fishing it must be that he enjoys public service more, for he became town manager of New Portland and then moved on to hold the same position in Norridgewock, Mercer and Skowhegan. He was city manager in Auburn before coming to South Portland. His interest in industrial development is exemplified in the manufacturing plants which were acquired by some of these communities while he was in office.

Skowhegan, contemplating an accelerated development program, asked him to help them get started. He did, of course.

(Continued on Yonderish Page)



Bernal Allen seems to have time for almost any endeavor which might help his adopted state and community. He is chairman of the State Board of Education.

This added activity does not leave much time for fishing, but it was responsible for his new title of Honorary Colonel of Kentucky, conferred by Governor Bert Combs last January. Allen was born in Drakesboro of that proud and sovereign state in 1904.

## NO PIRACY

South Portland is all out for new industry and it doesn't care who knows it. But it does not stoop to piracy. It was common knowledge recently that a substantial industry was seriously considering moving from the city where it had operated for years — perhaps to another state. Allen contacted a company executive to suggest that South Portland had much to offer as a new location. But he made it clear that he did not wish to influence the company to abandon its present home, in any way.

Good, readily saleable industrial sites are not too easily come by, these days. Yet, when the Maine National Guard wanted to use choice land acquired for industrial de-

velopment as a location for a new armory, the City of South Portland sold the land to the State for just what it had cost the City. Allen knew that the armory would provide no tax income and precious few jobs for South Portlanders. But he recommended the sale just the same, and the South Portland Board of Industry okayed it.

Bernal Allen's office is located along with some other municipal offices in what at one time was a Methodist Church. Somehow, it seems entirely fitting that this should be.

The carnations in the picture upon the preceding page adorn the Hon. besoms of the South Portland City Manager and the South Portland City Council. Bernal Allen stands at left, beside the Hons E. Lyle Flynn and Edward Twomey. The Hons. seated are Clyde Bartlett, Chairman H. F. Flynn and Gerald E. Lord.

## TRY, TRY AGAIN

If at first you don't succeed that makes you about average.

Waterville Sentinel

# Students of Maine

The State Departments of Education and Economic Development are cooperating in a trial run of what may become a statewide program to promote through the public schools a greater knowledge and appreciation of Maine among its citizens.

The idea was promulgated by Ralph M. Atwood, submaster, Williams High School, Oakland and adopted at a conference in the DED offices among Atwood, Joseph J. Devitt, chief, Bureau of Secondary Education and Chester E. Willette, secondary education supervisor of the State Department of Education, and DED personnel.

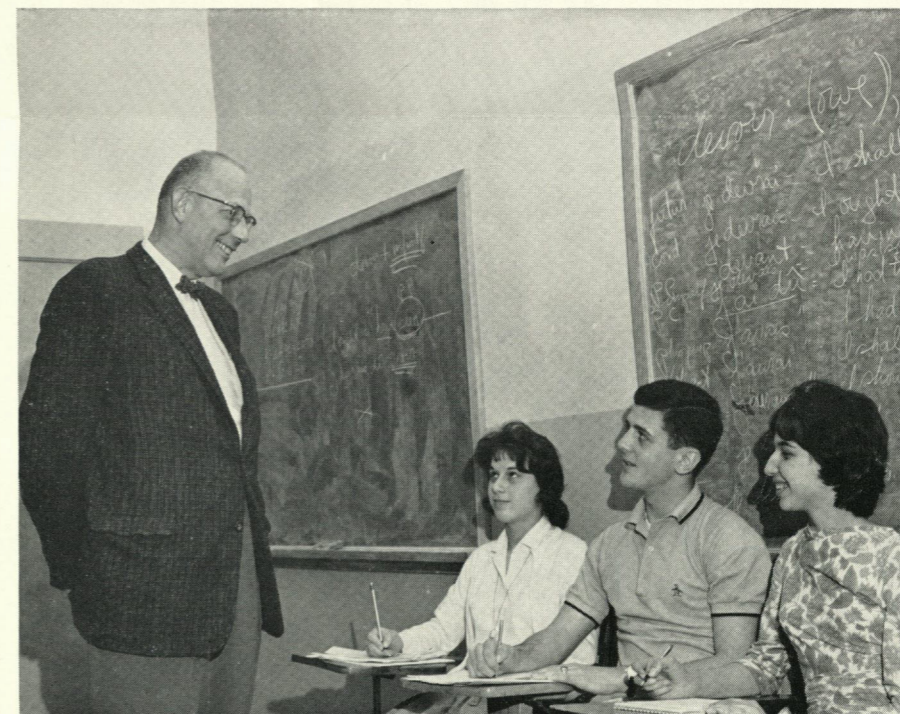
Atwood said in a letter to DED Commissioner Lloyd K. Allen: "Every year we grope for a theme (for high school graduation exercises) and generally wind up trying to arrange a Utopian society but to

no avail. I was wondering if your department and the Education Department might be able to work out an arrangement where-by most Maine high schools would use Maine advantages as their theme this June."

"The true picture of the assets of the State would be presented to all the citizens of the State by its prize product, the high school graduate."

Among the themes to be covered by seniors speaking at the Williams High School graduation exercises in Oakland this June are local and state economic development problems, education of youth to meet demands and specific Waterville area needs.

In the nearby picture Commissioner Allen discusses the program with Williams High School honor essayists Virginia Bulmer, Peter Brownlie and Joyce Rossignol.



## "IT'S COTT TO BE GOOD"

Ten years ago the Cott Bottling Company of Portland, Inc., began bottling carbonated beverages in not quite the handsomest section of Portland, Maine. This June they will dedicate their brand new million dollar plant adjacent to South Portland's Rumery Industrial Park.

Congratulations from Maine citizens, from the governor on down, have poured in upon the management which has quadrupled its number of employees and increased its output six times, in one decade.

The new 42,000 square foot plant has a capacity of 1 million cases per year of the 17 "It's Cott to be good" beverage flavors. The location includes land sufficient to double the new plant space.

With modern machines 22 Cott employees can wash, fill, cap and inspect 185 quart and 300 7-ounce bottles of carbonated beverage per minute. The product is sold through distributors in Biddeford, Portland, Lewiston, Augusta and Bangor.

Officers of the company are Morris Silver, president, Henry Silver, vice president, both of Manchester, N. H. and Frank Spellicey, South Portland, general manager.

## PROSPERITY LEASED

Lease of the Prosperity Corp. Heavy Military Equipment Division to the South Portland Engineering Corp. was announced through the DED. The new company, recently incorporated in Maine, will continue operations in Building #203 of the former South Portland Shipyards which Prosperity occupied.

The new company expected to hire 65 new employees immediately, in addition to retraining the 35 employed by Prosperity. Most of the new employees would be welders and machinists.

President of South Portland Engineering Corp. is Capt. M. E. Turnbaugh, U.S.N. (Ret.) of York, Maine, who declared that his company has contracts totalling approximately \$500,000 for submarine parts fabrications and machining, including contracts formerly held by Prosperity.

Turnbaugh had high praise for membership of International Association of Machinists Local 904 and its business manager Louis Boudreau and for DED which he said was helpful in arranging the lease transaction. He said that a re-negotiated labor contract contains the same wage rates as the Prosperity contract but includes terms which make it more favorable for the particular operation of his company.

## MAINE FILM

"The Four Seasons of Maine," a lengthened version of 20th Century Fox's "Maine — USA" had its first TV showing May 9 on WCBB, educational television. With a running time of 20 minutes, the 16 mm sound film is narrated by TV personality Garry Moore. "The Four Seasons of Maine" was filmed at the same time as 20th Century Fox's cinemascope production but includes many sequences which were eliminated from the cinemascope version. It was produced for DED and will be distributed for organizational screening and to television stations across the country.

"Maine — USA," narrated by actor Basil Rathbone, is a 10-minute film which will be viewed by an estimated 150 million theatergoers throughout the world.



## MAINE PRODUCTS SHOW

It now appears that the third annual MAINE PRODUCTS SHOW will be the biggest and best effort of the DED to provide a "showcase for Maine Industry" and purchasing agents, business writers, government buyers and consumers to view it. The Show will be held in Lewiston, August 15-17.

Clarence McKay and Milton F. Huntington, DED Public Relations Division personnel who are putting the Show together, are loud in their praises of the cooperation they are receiving from Lewiston and Auburn municipal governments, news media, development organizations and other agencies which are helping to make the Show a success.

"We're getting the same kind of wonderful help and cooperation we got with previous Shows in Augusta and Bangor, only more of it," the pair said, "because the Lewiston-Auburn area is bigger."

Reservations for free exhibit space in the 17,000-square-foot Central Maine Youth Center are rapidly being taken. Maine industries wishing to exhibit are advised to make application to DED before it becomes necessary to hang out the "No Vacancy" sign.

## ANDROSCOGGIN SURVEY

An economic survey of Androscoggin County plus New Gloucester in Cumberland County and Hebron in Oxford was authorized with the signing of a contract between the Androscoggin Valley Regional Planning Commission and the DED. The Northeastern Research Foundation of Bowdoin College will conduct the study, scheduled for completion in about eight months.

The \$30,000 study will provide the basis for a regional development plan and for local development plans, with emphasis upon utilization of human and natural resources in the Lewiston-Auburn area and in nearby smaller communities. Two-thirds of the study cost will be provided by a Federal Urban Planning Assistance grant; one quarter by the region, the remainder by the state.

## AUBURN DEVELOPMENT

Auburn has a new department of city government, The Department of Industry, created by the city council to promote industrial development in the city. It will set up non-profit corporations to assist in financing new industrial buildings for location of new or relocation of existing industries.

Members of the five-man department will be appointed by the city manager with the consent of the City Council and will serve without pay.

## GLEANINGS FROM CULLINGS

"Sassafras bark sprinkled among dried fruit will keep out the worms" and the Davis Swing Churn "is always right side up and never dumps the butter on the floor" were among the helpful items gleaned from the 1891 issue of *Culinary Cullings* compiled by the ladies of the Presque Isle Congregational Society and retold in *The Voice of Business*, published monthly by the Presque Isle Chamber of Commerce.

## Hi, Friend!

The Maine Truck Owners Association and the Maine Dairy Council are teaming up to help DED promote the Maine tourist business this season.

The truckers will display three-foot triangular decals with the greeting "Hi Friend, Welcome to Maine" on their trailers and the Dairy Council will print the same message on one million table mats to be distributed to Maine restaurants.

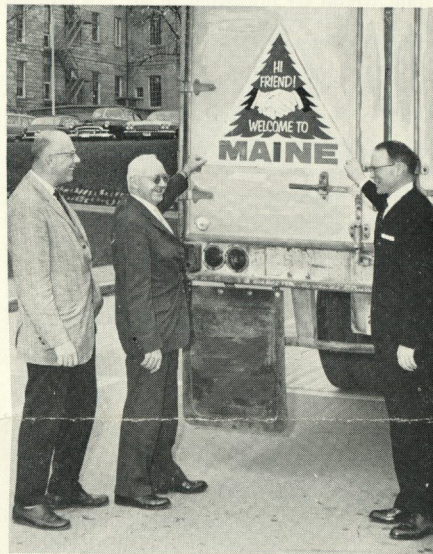
This will be the third season for the "Hi Friend" program.

The Maine Merchants Association cooperated with DED the first year, by placing stickers on store doors and show windows and urging clerks to be especially courteous to tourists. The second year DED distributed thousands of bumper stickers and with the help of the Highway Commission erected roadside signs.

Torben K. Anderson, MTOA president, said that most of the trailers carrying the four-color decals will be travelling the northeastern states but some will be transferred to other rigs and circulated throughout the nation.

DED provides the decals but the state otherwise will get thousands of dollars worth of advertising for free. A survey showed that a message posted on the rear of a trailer receives an average of 3½ million exposures per year.

In the nearby picture Commissioner Allen, C. L. Fox of Bangor and Governor Reed show what the decal will look like on the rear of a Fox and Ginn, Inc. trailer.



## BUGGYBOO

"If buggy whip manufacturers had realized they were in the transportation industry, they'd be with us today," opines *Metal Notes*, "published occasionally by Jim Shields, president of Maine Metal Finishing Company, Gorham, where you can get most any kind of plating or anodizing done right, fast and at a fair price," according to the masthead.

## CRULLER

The cruller is the official emblem of the Dunkers Club.

## ECLIPSE

Despite false and misleading rumors strewn like carpet tacks upon the bedroom floor, the total eclipse of the sun definitely will be seen from Maine between 5:41 and 5:45 p.m., EDT, Saturday, July 20, 1963.

DED GUARANTEES IT!

Human nature being what it is probably we should not be surprised that certain envious parties have circulated canards and calumnies to the effect that the total eclipse, visible from Alaska and Maine alone of all the states, isn't such a such-a-much after all and probably will be indefinitely postponed, anyhow, as an economy measure to cut the astronomical costs of government.

Ignore such talk. Let the cantankerous Carusoes carol their calumnious cantatas to an empty house.

For the Big Show *WILL* be staged, as advertised in last month's *Maine Developments*.

If you desire to read all about it and to gaze upon a map showing the best points for observation in Maine you may obtain a six-page brochure from DED without cost or obligation. As of this writing we're located in Room 211 of the State Office Building in Augusta. Drop us a postal card. No salesman will call.

## TREE FARMS

The Maine Tree Farm system concluded the year 1962 with 534 forest properties certified as Tree Farms and a total of 459,893 acres. An average of 50 new Tree Farms yearly have been added to the total in the past decade.

## EXPORTS

The tall, proud merchant ships of Maine have vanished into the mists of yesterday, but Maine products once more may become familiar in world markets . . . if a recent revival of interest in foreign trade sets the course.

The DED is working with the Maine Port Authority, the Bangor & Aroostook Railroad and other agencies on plans for improvement of the Port of Searsport to encourage what has been suggested as a possible "new world market" for Maine potatoes. The Department of Agriculture has appointed a Chief of Foreign Trade to encourage sale of potatoes and other Maine food products abroad.

A Maine Foreign Trade Council was organized as a result of the second State of Maine World Trade Conference sponsored by the Maine State Chamber of Commerce and the Port Authority, in Portland. And MPA General Manager A. Edward Langlois sees an opportunity for increased exports of midwest grain and other products through the Port of Portland as the result of a U. S. Supreme Court decision ending rail freight differentials to the midwest between northern and southern ports.

Maine's export of manufactured and processed products totalled \$34½ million in 1960, as reported by the U. S. Department of Commerce. This represents 2.2 per cent of the gross Maine product. The total for 1962 is approximately \$3 million greater.

The paper industry was Maine's largest exporter in 1960, with \$10 million, followed by food and kindred products, \$6.1 million. The DED offers limited assistance to Maine firms interested in exporting. Raymond A. Cote, industrial representative, serves as liaison officer with the Regional Export Expansion Committee of the Department of Commerce, of which he is a member.