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# Maine Developments, October 1963

Maine Department of Economic Development

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# MAINE DEVELOPMENTS

Department of Economic Development • Augusta, Maine • Standish K. Bachman, Commissioner

Vol. 2 No. 9

October, 1963

## HELPING HAND

The Central Maine Power Company has activated a new Area Development Department, designed to expand industrial activity throughout the state. The program was praised by DED Commissioner Standish K. Bachman as "the type of help which is going to do the job for Maine."

Norman J. Temple, manager of the new department said that its objectives include accumulation of development-oriented information, cataloguing available plants and land sites, surveying community assets and maintaining information files and an active mailing list and enlisting more than 1700 CMP employees as members of an economic development team.

"We are now off the ground with a sound program which represents a needed service and one which is expected of a power company," Temple said. "Through this Area Development Department we shall be working closely with the Department of Economic Development, the financial community, development agencies and the municipalities. We have begun to get a few prospects and look for more."

## BIG MOTEL COMING

A unit of the largest motel chain in the United States is scheduled for completion in Auburn next June, it has been announced. Donald C. Gautier, president, Auburn Business Development Corporation termed acquisition of the \$1½ million Holiday Inn motel "the climax of several years of effort to locate a large motel in Auburn."

The 120-room hostelry will be located on 62 landscaped acres near the Auburn Interchange of the Maine Turnpike. It will employ 50-60 local people in operation.

The national chain of Holiday Inns contains 50,000 rooms in 425 motels located in 42 states, Canada and Puerto Rico. Units to contain 20,000 additional rooms are under construction or in the planning stage.

## COMPUTER CENTER

The University of Maine Computer Center for the Pulp and Paper Industry will be in operation early in December. A curriculum for computer technology is being developed to increase the number of students trained in the uses and potentials of computer equipment in pulp and paper manufacture.

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**Bud Martin, Editor**

## Commissioner Bachman

From the nature of responses to queries at a press conference granted a scant three weeks after assuming his new duties as commissioner of the Department of Economic Development it was apparent that under Standish K. Bachman future Department programs would be of the "bread and butter" variety, based upon a complete knowledge of situations and without frills or flourishes.

The former New York advertising executive, pictured below in swearing-in ceremonies with Executive Councillor Clarence Parker and Governor Reed, told the press that he contemplates no drastic changes in departmental personnel and that he will not request additional funds for the Department from the special session of the legislature in January.

The "rifle" approach will be used in selecting specific industries which could benefit by coming to Maine, he said, and efforts at bringing them here will be based on facts.

He said that the major development efforts will be devoted to the basic industries such as food, clothing, shelter and entertainment (vacation travel), since these are less affected by fluctuations in the general economy.

## NO FROSTING

He termed space age oriented industries "the frosting on the cake" and, while he welcomes them, they will not be the subject of major efforts. "Government contracts

already are declining," he said, "and many plants of this sort are being phased out. Maine at present does not possess the skilled labor and technical help necessary to entice the exotic industries here in any great numbers."

The commissioner praised the new Industrial Development Department of the Central Maine Power Company and said that he hopes for widespread cooperation among all state, area, local and industrial development organizations. "We are all after the same thing and we can obtain it quicker and get more of it if we all work together," he said.

The Department's Research and Planning Division can be helpful to this and other state departments' promotional efforts, and he anticipated greater cooperation with the University of Maine in the use of university facilities for research and technical assistance to new and existing industries.

One of the areas in which activities will be stepped up is in the encouragement of four season Maine vacations, and he has asked for a statistical updating of the Armour Foundation Report on Maine's economic potential "because a lot has happened since 1961," when the report was issued.

## BIOGRAPHICAL

Standish K. Bachman, 45, was nominated by Governor Reed for a four-year term to succeed Lloyd K. Allen as commissioner of

*(Continued on Page Three)*



AP 28 '64



## Snowplow . . . Anyone?

You might expect that a man looking for a place to start a new snowplow factory would check on the snowfall of prospective locations.

Dean L. Fisher did this, of course, but his decision to come to Maine was influenced by something over and above our adequate snows. He opened his new plant in Maine, he says, "because I thought my money would go further here." For one thing, the efficiency and versatility of Maine labor indicated that he could produce here to better advantage.

The wisdom of the decision has been demonstrated. The products of Fisher Engineering now are handled by well over 1000 authorized dealers in the upper tier of eastern states. To commemorate its fifteenth anniversary the Rockland firm expects to reach the million dollar mark in sales this year.

This comparatively young company converts 600 tons of steel per year into Dean Fisher-designed snowplows for four-wheel drive trucks up to one ton capacity and "Step-N-Tow" rear bumpers for trucks. All this is accomplished in four frame steel buildings totalling 18,000 square feet located at the Rockland Public Landing, down by the sea. Employment ranges from 35 in slack season to 60 when things are humming, and the payroll exceeds \$150,000 per year.

The ultimate consumers of Fisher plows are proprietors of motels, parking lots, filling stations, industrial areas and the like — and the growing ranks of small truck owners who have built up nice little side-line businesses for themselves in snow removal from suburban driveways.

### FOR RAILS

Recently Fisher designed and built a plow with flanged wheels to guide the vehicle on rails. Several dozen of these have been sold for use by railroad track maintenance and inspection crews. A simple disengagement of the flanged wheels adapts the rig for work off the rails.

Dean Fisher is an engineering graduate of Kansas State University, and a member of the Society of Automotive Engineers. A native of the Sunflower State, he was a Seabee officer until World War II ended, when

he became chief engineer and designer for a New York State manufacturer and distributor of heavy truck equipment. Some of the snowplows he designed during this period have been used on Maine highways.

In 1948 he resigned from a well paying position, "hocked everything I owned, including my life insurance" and came to Camden, Maine, where his wife's parents lived, to go into business for himself. He thought that he could make a better snowplow if he was the boss and could do it his way, he said.

Fisher had the notion that by making and selling a few snowplows he could convince a bank of the feasibility of his project and obtain capital for expansion.

But it didn't work out that way.

Instead of welcoming the opportunity to do business with the fledgling company, a banker to whom he applied for a loan zippered up his wallet and told Fisher: "I don't think you are going to be successful."

Like Henry Ford, Dean Fisher thought that he was a better judge of that than the banker, and he went ahead to prove it.

Fisher's first plows were custom built, on order only — he didn't have enough capital to maintain an inventory. The steel fabrication was done by the T. W. Dick Co., Inc., of Gardiner and the hydraulic equipment was purchased from a Detroit manufacturer. He installed the plows on his customers' trucks and by getting cash on delivery he was able to meet his weekly payroll for two men and keep a respectable distance ahead of the sheriff.

There was a comfortable living in his operation but Fisher wanted more than that — he wanted to move out of the garage where he assembled parts made by others and into his own shop, where he could make the whole works, with the exception of the hydraulics. This, as every manufacturer knows, takes capital.

### RAISING CAPITAL

Since the banks wouldn't supply capital, Fisher decided to raise his own.

It seems that at this time there was a boom in the export of Maine potatoes and many ships were loading at the Port of Searsport, just a whoop and a holler up the coast from Camden. What with wear and

tear and one thing and another ships are always needing repairs. The masters like to have these made while the ship is loading or unloading. There were no facilities for ship repairs in Searsport at the time, or if there were, they weren't adequate.

Fisher moved in, with a ship repair service. Business was so good that at one time he was able to keep a crew of 25 welders busy.

And that is one of the ways in which Dean Fisher obtained the means to get his million-dollar enterprise on the road.

Dean Fisher has a good product, and he knows it. A large part of his success is due to his flair for seeing to it that prospective customers know about it, too.

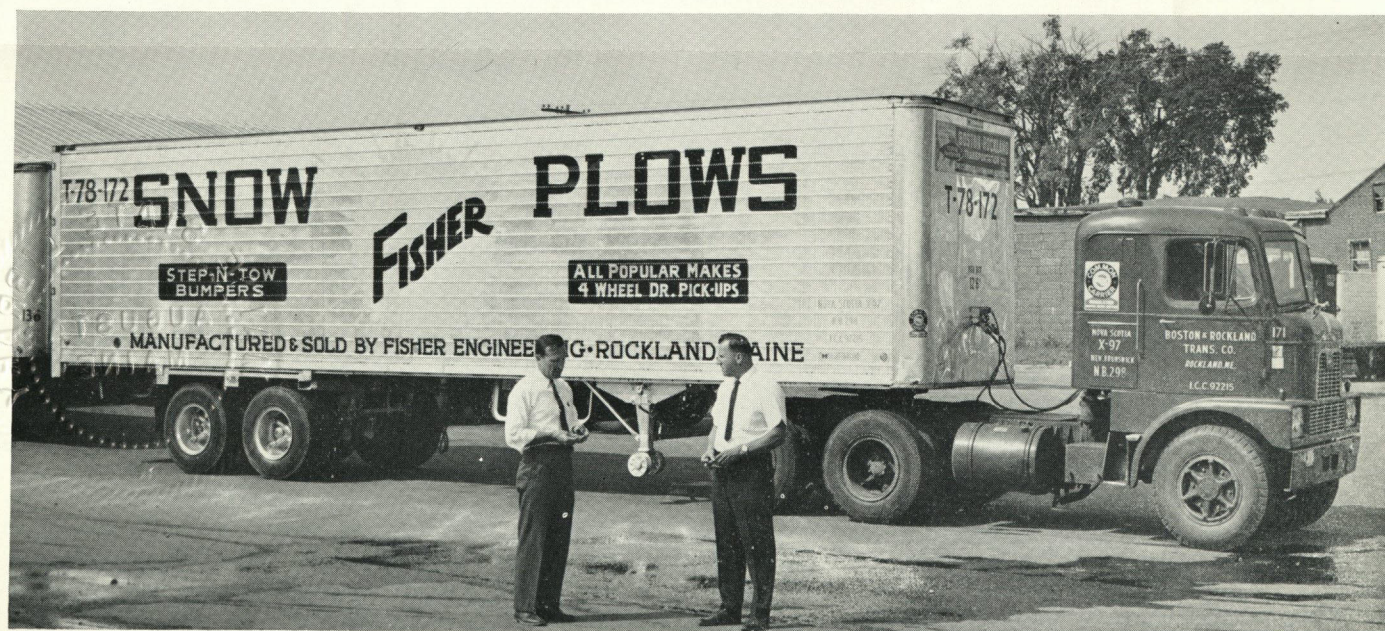
He employs a live wire advertising and publicity agency to issue a newsletter, "Fisher Features," which is mailed monthly to his customers and prospects. His salesmen are reporters for the newsletter, supplying news and pictures of dealers throughout the territory, which makes for good public relations among the trade. More than 200 authorized Fisher dealers came to Rockland from nine states during this year's Seafood Festival, to help Fisher Engineering celebrate its 15th anniversary.

### EXHIBITOR

Fisher Engineering has exhibited its products at DED's Maine Products Shows, the Eastern States Exposition and scores of large and small agricultural fairs throughout the sales territory. If there's a prospect for a snowplow who doesn't know about the Fisher product it must be because he's been hiding out in the boondocks somewhere beyond the range of Fisher publicity.

Fisher calls his latest publicity project "Rolling Billboards." It consists of brilliant yellow and black illustrations and lettering on both sides of large semi-trailers of the Boston and Rockland Transportation Company which describe Fisher products and proclaim the fact that they are Maine-made. These trailers run on regular schedules between Halifax, Nova Scotia and New York City.

The nearby picture shows Dean Fisher, left, and Frank Kaler, transportation company president in front of one of the rolling billboards.



## Biggest

The world's largest papermaker is building a new mill in Maine.

"This is unquestionably one of the most important economic gains ever recorded in the history of our state," was Governor John H. Reed's comment on the announcement that the International Paper Company would build a \$54 million modern pulp and paper mill in the Livermore Falls area.

The announcement, made by the company's vice president George H. Rand, came less than one week after Standish K. Bachman assumed office as commissioner of the Department of Economic Development.

Bachman commented: "If there ever was any question as to whether we have what industry needs for growth and expansion, the decision of International to undertake a multi-million dollar construction program answered it."

The new mill is scheduled to begin operations in late 1965. Other International pulp & paper mills in Livermore Falls, Chisholm and Riley, and a pasteboard carton plant in Presque Isle will continue to operate, although sulphite chemical pulp production will be suspended at the Otis Mill in Chisholm. The Otis Mill is now producing at the rate of 100 tons of pulp per day.

### KRAFT

The new mill, exact location of which was not announced, will have a capacity of 500 tons daily of Kraft sulphate pulp. The Kraft pulp manufacturing process greatly reduces waste disposal demands on the river. Several Maine papermills have converted from the sulphite process in recent years, partly for this reason.

While precise employment figures were not available it was understood that the new mill would increase International employment in the Livermore Falls area from the present 875 to perhaps 900 or thereabouts. Stepped-up woods operations might provide new jobs for about 1000 men.

### Commissioner Bachman

(Continued from Page One)

the Department of Economic Development after Allen resigned to accept a similar position in Oklahoma. The nomination was confirmed by the Executive Council October 4, 1963.

The new commissioner resigned from his position of senior account executive for Redbook Magazine, a McCall Corp. publication, and moved from Westport, Connecticut to become head of the Maine Department of Economic Development. He has held high positions in the advertising field with the Curtis Publishing Company and Look Magazine. He is a native of Maplewood, New Jersey.

Bachman is no stranger to Maine. His maternal grandmother was a Maine native and the family has for years maintained a summer home on Kezar Lake in Lovell. He termed his appointment "the culmination of a love affair with the state of Maine since I was a youngster."

Bachman attended Brown University and the New York University School of Commerce and Accounting where he majored in business administration, sales management and marketing. He was an Ensign, USNR, during World War II and served as a pilot instructor.

Mr. and Mrs. Bachman occupy a rented house in Winthrop with their daughter Merelyn, 16, while they look for a house to buy, in or near Augusta. Two other daughters, Elaine 19 and Judith 18, attend Westbrook Junior College in Portland and a son, Standish Jr., 21, is currently serving with the U. S. Navy.

Present employment in the company's 900,000-odd acres of Maine woodland varies from 800 to 1000. With the new plant construction will approach 400,000 cords of pulpwood per year.

International is rated as the world's largest paper company and the leading producer of Kraft board. The company was incorporated in 1898 in New York by merging 18 companies including the three units which still operate in the Livermore Falls area. The company controls 81 subsidiaries operating in 28 states and five Canadian provinces. The total production for 1962 was 4,184,000 tons of paperboard, market pulp, newsprint and other papers.

### VALUABLE TOOL

Most comments by the governor, Commissioner Bachman, the Maine Congressional delegation and Maine industry leaders stressed International's decision to locate its new plant in Maine as a valuable tool for

use in the program to bring new industry here. "Their choice of Maine in preference to other states which must have been considered should influence other companies in our favor, too" was the thought.

Richard C. Doane, IP board chairman, said in New York: "The confidence and mutual respect which we have enjoyed for so long in Maine has played an important part in our decision to locate this new operation here."

Paper, Maine's leading industry in value of manufactured product, produced 27.9 per cent of the state's 1962 \$1.61 billion manufactured output. Maine paper companies have invested millions in modernization and expansion in Maine. Oxford Paper of Rumford, for instance, has spent \$70 million for these purposes over the past 20 years and recently announced a \$50 million program for the next five years, while Scott Paper in Winslow, Great Northern in East Millinocket, Eastern in Lincoln and others have completed multi-million dollar modernization and expansion programs in recent years.

## Maine Publicized

In no sense is this a comprehensive list of incidence of Maine publicity. It is presented merely to illustrate the range and the scope of national publicity which the State has received in recent weeks:

To date, some dozen articles in metropolitan newspapers and nationally circulated trade magazines resulting from hosting of 23 editors and writers at the Maine Products Show in August.

Daily stories about Maine food products for two weeks in 800 newspapers across the nation, resulting from DED-sponsored visit of King Features Syndicate Columnist Ida Bailey Allen and Food Editor Charles Premmac. The pair were shepherded on visits to Portland, Damariscotta, Union, Rockland, Dresden and Augusta by John Peter McCatherine, public relations representative.

A gorgeous color picture of fall foliage and Mt. Katahdin in November *National Geographic*, by Bill Cross, Maine Inland Fisheries and Game Department photographer.

Article in *Journal of Housing*, publication of the National Association of Housing and Redevelopment Officials, re Urban Renewal Workshop conducted by DED Research and Planning Division.

Four thousand extra copies *Maine Developments* printed and mailed nation wide by Maine manufacturer whose company's story appeared in recent issue.

Two Route 66 TV shows filmed in Maine and Samuel F. Botner, Veazie, plugged Maine as a guest on the *Tonight* show.

And Rufus H. Jones account executive, Simonds, Payson Company, Inc., Portland agency which handles DED's advertising, promoted a "Maine Day on the Air" whereby 14 Maine manufacturers received nation wide publicity by providing their products for prizes on the Goodson-Todman production *The Price Is Right*, a morning TV show on 171 NBC affiliated stations in the United States. Seven million viewers saw it, so it is said.

The picture below shows Bill Cullen, MC., his panel and an 18-foot runabout made by the White Canoe Co., Inc., Old Town, on the *Price Is Right* set.





## HALLOWELL PRAISED

Augusta's *Kennebec Journal* praises the neighboring city of Hallowell, which: "... has a good thing going in its program for sprucing up and restoring as much as can be restored of its 18th and 19th century charm — rather than trying for a curtain-wall, false-front 'modernization' that would merely copy 90 per cent of all the other Maine Streets in America.

"The statewide and nationwide applause this worthwhile program gains is music to the ears, of course. But Hallowell has done what has been done thus far almost entirely on its own, without outside help. And Hallowell can rejoice in the knowledge that this program is indeed strictly local — a matter for great and growing local pride."

## THE HUSSEYS AGAIN

Those discerning people who were *Maine Developments* subscribers as long ago as March, 1962 will recall an article in that date's issue entitled "The Worthy Husseys" which described in some detail how that resilient family has managed to maintain and expand the Hussey Manufacturing Company, Inc., of North Berwick through more than a century and a quarter of changing times.

They did it by being worthy, a venerable term employed to describe the admirable characteristic of being able to roll with the punches.

When the agricultural machinery barons of the middle West came out with their new fangled all-steel plows it was a severe blow to the prosperous Hussey business of casting iron points and shares for wooden plows. But the Husseys bounced back.

They went into the steel fabricating business and through the years they have manufactured flag poles, fire escapes, bleacher seats, telescope gymnasium seats, diving floats and goodness knows what-all. Every time the market showed signs of change they came out with a new line.

And now they are doing it again.

With cognizance of the increasing popularity of aluminum, the Husseys have added an aluminum division to their steel structural business. The new metal will be used to some extent as a substitute for steel and, in some cases, wood in their regular line of products and they will perform custom work in aluminum as they now do in steel.

## NORDICA

One century plus four years ago a Mr. and Mrs. Norton of Farmington, Maine had born unto them a daughter whom they named Lillian. Now this Lillian grew and grew, as daughters have a way of doing in the good Maine air, and almost before her devoted parents realized it she became a young lady, and a most comely and talented one, at that. Lillian Norton combined her beauty and her talent with study and plenty of hard work, assumed the professional name of Nordica, and became famous the world over as an opera soprano.

And now comes the Coleridge Press, New York City, to announce publication of a biography, *Yankee Diva*. Lillian Nordica and the Golden Days of Opera, in which are recorded the fascinating life and times of this famous Maine singer. Author Ira Glackens has followed her career from its beginning in Maine through the glamorous world of music in Italy, Russia, England, France, Germany and the United States.

## Ski Maine

The Department of Economic Development will cooperate with the scarcely one year old Ski Maine Association in a promotion to bring more out of state skiers to the Maine slopes this season.

The Vacation Travel Promotion division of DED will help publicize a "sweepstakes" in which the association proposes to award a prize to some lucky out-of-stater consisting of a \$6,500 Jaguar XK-E sports coupe fitted with a Barrecrafters ski rack and a pair of Head Master skis. A Maine skier who countersigns the winning entry will receive \$10.00 for each letter in his signature, and a pair of skis.

The sweepstakes will run from December 19 to next March 1. Miss Maine Vacationland will make a random drawing from the entries and the prizes will be awarded March 21, according to current plans.

Here are some of the DED activities in Maine ski promotion during the 1962-63 season, many of which will be continued this year:

### OUT OF STATE

Three Travel Forums, for sports writers and ski enthusiasts: Fort Lauderdale, Florida; Worcester, Massachusetts; Hartford, Connecticut.

Telephone service to report snow conditions on Maine slopes maintained in Boston, Hartford, Providence and New York City, with newspaper and radio advertising to support the service.

Sports Shows in Boston (2) and New York.

### IN STATE

Provided pictures and publicity for "Snow-Bird Holiday" exchange promotion, in which Floridians skied the Sugarloaf area for a week, while Maine residents enjoyed a week in Florida.

Worked with industry group to organize Ski Maine Association to promote Maine ski industry.

Spoke and showed ski movie to many civic and church groups, DED's film "Skiing Through Maine" was shown to 95 groups, both in and out of state, during the season.

## Quoddy

Governor Reed has appointed a special committee of fourteen to keep him advised of all developments pertaining to the Passamaquoddy Tidal Power Project. Chairman is Sumner Pike of Lubec, former chairman of the U. S. Atomic Energy Commission, the Securities and Exchange and the Maine Public Utilities Commissions.

Other members currently are Alexander A. MacNichol and James L. Warren, Eastport; C. Arnold Brown, Woodland; Robert V. Clark, Calais; Charles P. Helfenstein, Caribou; Robert G. MacDonald, Madawaska; Aubrey A. McLaughlin, Houlton; Verv Rev. D. Wilfred Soucy and Robert Jalbert, Fort Kent; Richard B. Sanborn, Augusta; Louis Rancourt, Portland; James A. Storer, Brunswick; and Standish K. Bachman, commissioner, Department of Economic Development.

Secretary of the special committee will be Richard A. Hebert, Department of Economic Development, who has been appointed

by the governor to be directly responsible to him for coordinating efforts of the state government on the project and to serve as liaison between federal and state agencies, the congressional delegation and the governor's office.

The 101st Legislature created a new Allagash River Authority and Allagash Advisory Committee to study the various proposals concerning the tidal power project and their ramifications and to make recommendations to the next legislature, or any special session of the current one.

The Maine delegation in Congress has requested the Department of the Interior to have Quoddy and or Allagash legislation it intends to introduce ready by the first of the year. President Kennedy, Governor Reed and the Maine members of Congress have taken first steps to line up support for the project from the New England members of Congress and other New England governors.

## RR EARNINGS DOUBLE

Common stock earnings of the Bangor & Aroostook Corporation for the first nine months of this year reached \$1.54. It was reported following a Board of Directors meeting in Boston. Earnings were 62 cents during the same period of 1962.

The directors approved the Bangor & Aroostook Railroad's purchase of 100 large refrigerator cars at a cost of approximately \$3 million, bringing the total of such cars purchased during the last 12 months to 150. The railroad's traffic in frozen foods out of Aroostook County has almost doubled in the past year, a company spokesman said.

## SOME BUCKETSFUL

The trouble with bucket seats is that not everyone has the same size bucket, according to *Maine Bylines*, journal of the Maine Purchasing Agents Association.

## ETHICS

"There is no supermarket for ethics where one can pick those ethics he wants in his basket off the shelves and take them to the check-out line. A man's ethics and his ethical standards must be a part of himself." James S. Coles, president, Bowdoin College.