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Maine Developments, November & December 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. 10

November, December, 1963

MERCHANDISING MAINE

Something new has been added to Maine's vacation travel promotion program — "merchandising."

Commissioner Standish K. Bachman said that the Department of Economic Development's tourist promotion program for 1964 will wring more value from paid advertising by mailing magazine advertising reprints to American Express credit card holders and to charge account customers in leading department stores in the regions from which Maine draws the bulk of its tourist traffic.

Also, greater use will be made of post card inserts which make it convenient for readers to request specific vacation information from the Department. The schedule calls for 15 insertions in national magazines, in color and in black and white. In addition, regional advertising and a newspaper campaign will be utilized.

Another innovation in this year's coordinated advertising schedule will be an ad in the quality, hard-covered *Venture* magazine, of the *Look* magazine family. Some 7000 complimentary copies of the magazine will be mailed to government and business leaders here and abroad and to United Nations delegates, with a covering letter from the president of the publishing firm.

Look, with its February 11 issue, was selected to initiate the advertising campaign because that issue will feature the 1964-65 New York World's Fair. The advertisement will constitute a major bid for tourist travel to Maine from the World's Fair.

The vacation travel advertising campaign will cost approximately \$100,000.

In addition to the media named above, one-half to two-thirds page ads will be carried in the following magazines: *Sports Illustrated*, *Holiday*, *Woman's Day*, *Family Circle*, *Redbook*, *McCalls* and *New England Guide*.

The bulk of the insertions will occur during April and May which, according to the experience of previous years, are the months when most families plan their summer vacations.

FROM BANGOR

Quoth the *Bangor Daily News*: "Maine's new Commissioner of Economic Development, Standish K. Bachman, last week stressed the importance of keeping industries already in the state prosperous and content. This has been said before but it is a point that is often overlooked."

"Industrial development is in two forms: securing new industries and helping existing businesses to expand. We can think of no better selling point to out-of-state industrialists, by the way, than by helping industries already in the state to flourish in a favorable business climate. What could impress them more?"

Competent Counsel

The Department of Economic Development will not lack for competent counsel in the fields of manufacturing, recreation and finance in its program to improve the Maine economy. The new seven-man Advisory Council contains a bank president, a paper maker, a shipbuilder, a shirt manufacturer, two proprietors of recreation property and a newspaper executive.

Governor Reed, greeting the council at its organizational meeting in Augusta told its members: "You are the key people representing all segments of Maine's economy and by meeting on a monthly basis and being in close contact with the commissioner you can contribute immeasurably to the success of the department and to the development of our great state."

Provision for the seven-man council, to be appointed by the governor, was made in a revision of the DED statute by the 101st Legislature. Previously the council contained 28 members. The Governor appointed as chairman Halsey Smith of Falmouth, president of the Casco Bank & Trust Co., Portland.

ORGANIZATION

The first meeting of the council was devoted to organization and briefing on the functions of DED by Commissioner Bachman. Subsequent meetings will be held on

the third Tuesdays of succeeding months. Records of the meetings will be available to the governor and the commissioner.

The chairman declared the body will act as a purely advisory council, not a policy-making group.

In addition to Smith, council members are: Ellerton M. Jette, Sebec, chairman, board of directors, C. F. Hathaway Co., Waterville; Robert B. Beith, Cape Elizabeth, General Manager, Guy Gannett Publishing Co., Portland, past president, Greater Portland Area Development Council; John T. Maines, Brewer, V. P. and director, Great Northern Paper Co., Bangor; Guy P. Butler, Bethel, Bethel Inn Proprietor, former Manager of Maine Publicity Bureau and former executive secretary of Maine Hotel Association; William F. Mussenden, Bath, Secretary and auditor, Bath Iron Works; Stanley J. Leen, Brewer, president of Leen's Electric Motor Service Co., Brewer, Director Maine State Chamber of Commerce, proprietor of sporting camps, Grand Lake Stream.

Front row, left to right in the nearby picture are Chairman Smith, Governor Reed and Commissioner Bachman, backed by Leen, Beith, Mussenden and Jette. Butler and Maines were not present when the picture was taken, in Blaine House.



For More Boatbuilders

The Boothbay Harbor region is "The Boating Capital of New England," it is proclaimed from the top of the Boothbay Harbor Regional Chamber of Commerce letterhead.

Perhaps there are some who would enter into contention with this assertion. If so, they'd better be about it at once, or forever hold their peace. For if the Boothbay region isn't the boating capital now, it soon will be.

The Chamber of Commerce has come up with a scheme to clinch the title beyond doubt, and it has agencies of federal and state government, a committee of boatbuilders and an enthused citizenry geared up and churning full speed ahead to bring this about.

UNIQUE

In all America there isn't another training program for skilled boatbuilders quite like the one which started last October and will continue in Boothbay Harbor until next fall. Sponsored by the Regional Chamber of Commerce, it is approved under the Manpower Development and Training Act of 1962 and receives funds and/or other aid from the U. S. Departments of Labor and of Health, Education and Welfare, the local and State Departments of Education and the Bureau of Apprenticeship and Training of the U. S. Department of Labor. Most of the Maine delegation in Washington had a hand in getting the program started. Nine boat building and repair yards of the region are cooperating.

Sixteen men, ranging between the ages of 18 and thirty, with one or two older, signed up for the 12-month course of classroom and on-the-job instruction. To date there hasn't been a single dropout. Most have signified they will enter a three-year apprenticeship training, to become journeymen, when the present course is completed.

This program is singularly well adjusted to the region it serves. In the words of the man who instituted the program, energetic William C. Briddell, Jr., the Chamber's executive director:

"The Boothbay region economy depends mainly upon two industries — tourism and the building or use of boats. The two complement each other. Visiting yachtsmen patronize local merchants and service industries, including boat repair. Other vacationers are good customers for local boat charters and fishing trips. Every so often, one of them buys a boat for his own, from a local yard.

"We have felt that if we could help our boatbuilders (some of them have a national yacht-building reputation) to expand, we would help the whole region.

SKILLS SCARCE

"Now, one of the difficulties faced by our boatbuilders is the scarcity of skilled labor. This is a strange situation when you consider that Maine was once the foremost shipbuilding state of the nation, but it is nevertheless true. The skilled craftsmen now employed are, most of them, reaching retirement age — and the younger men haven't been learning the trade.

"More than once I've been told by a boatyard proprietor that he could enlarge his business if only he could get hold of the skilled labor to turn out the work.

"So that's why the program was started — to help our boatbuilders to expand, meanwhile providing local young men with what amounts to practically guaranteed employment in a skilled trade, right here at home. I figure that it'll be good for the tourist trade, too. It looks like one of those deals from which everyone profits."

BRINGS 'EM BACK

The program not only has served to interest local young men in remaining in the region, it has brought a Wiscasset native back to his home state from New Jersey and, if letters from several who read about the program in newspapers mean anything, the training course, if offered next year, will bring other natives back from distant states.

The 16 trainees were selected from among 28 applicants as the result of aptitude tests given by the Maine Employment Security Commission and interviews with the nine boatbuilding firms which are cooperating. Some of the men do not possess a high school diploma — others have progressed beyond high school. A retired U. S. Navy commander moved his family from Washington, D. C. and bought a house in Boothbay Harbor, to take the course. His reason: "I've been on boats all of my working life. I wanted to know how to build one."

Briddell thinks the man has a managerial position in mind — perhaps his own boatyard. He's only 39 years old.

While the ages and backgrounds of the trainees are varied, they exhibit one common trait — seriousness of purpose. The dropout record, or rather the lack of it, illustrates this. There has been practically no absenteeism. Some hold jobs, on top of the eight hours of training. One hitch-hikes from Damariscotta, a distance of some 20 miles. He hasn't been absent or late to class once.

THEORY AND PRACTICE

The program does not pretend to turn out skilled craftsmen in a year's time. The emphasis, rather, is upon a thorough grounding in the theory and something of the practice of the many trades which are utilized in boatbuilding. The skills will be developed during the apprenticeship of three years which is available to the qualified trainees who elect to continue.

The first four weeks of the course were spent entirely in school; the following 26 weeks will be divided equally between school and on-the-job training and the final

22 weeks will consist of 40 hours weekly on the job and four hours weekly in school. The yards pay wages to trainees for hours of productive work.

Cost of the first year of training will be approximately \$38,105, Federal funds. It is hoped that the program may be expanded and continued in future years. The region's boatbuilders declare they can assimilate somewhere near 150 journeymen during the period it would take to train them.

These are the boatbuilders participating in the program: Boothbay Harbor, Frank L. Sample & Son, Inc., Norman Hodgdon, Jr., Reed's Boatyard, Rittall's Boatyard; East Boothbay, Goudy & Stevens, Hodgdon Bros., Inc., Ervin Jones Boatbuilder, Paul Luke Boatbuilders; West Southport, Brewer's Boatyard.

In the nearby picture Arthur Stetson, one of the instructors, puts the finish on a yacht under construction in the Hodgdon Bros. yard.

DIPLOMA VALUE

How much is a high school diploma worth?

To a carpenter, \$31,000, according to Columnist Sylvia Porter's quotes from a U. S. Census Bureau Occupational Outlook Quarterly. A carpenter who is a high school graduate can expect to earn \$209,000 during his working years of 18 to 64, as against the dropout's \$178,000. A similar ratio prevails for all skilled, unskilled and service jobs. A college diploma increases the income total by about \$170,000 and "a doctor, highest paid of all professionals, makes \$400,000 more than an accountant in a lifetime."

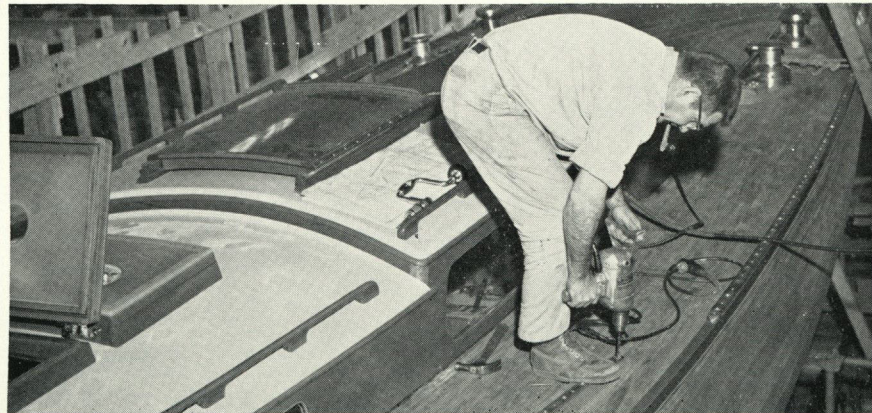
CONGRATULATIONS

Ralph H. Cutting, Waterville, Keyes Fibre Co. president, was elected a director of the National Association of Manufacturers during the 68th annual Congress of American Industry in New York.

WRONG NUMBER

Because of George, they're adding a four-foot extension to a telephone pole in the Chester, England, Zoo. George has produced a rash of wrong numbers by grabbing a mouthful of telephone wires, pulling gently, and letting them go . . . BOINGNNNG. George is an 18-foot giraffe.

Telephone Review



Sanford's Decade

REBUILDING

The report describes the purchase of the Goodall property by L. Grossman & Sons of Quincy, Mass. Among the first new industries acquired were the Seamloc Carpet Company comprised of former Goodall Carpet Division employees and Wasco Chemical Company which later, in 1961, was purchased by American Cyanamid Company.

The first industrial development committee was formed in 1955, comprised of the late Carl Broggi, William F. Wright, Jr., publisher of the *Sanford Tribune*, and Louis Shapel, assistant to the Grossman president. Carl Broggi performed prodigiously on this committee, later became the first commissioner of what is now the Department of Economic Development. He died in harness, while conducting one of the whirlwind tours which he conducted to spread the gospel of economic development throughout the state. Shapel served as acting DED commissioner until Fred A. Clough, Jr. was appointed as the second full-time commissioner.

Momentous Day

It was "a momentous day for Sanford, one of the most significant in nearly a century — since Thomas Goodall came here and started a small industry that eventually became the great firm of Goodall-Sanford, Inc.," the *Sanford Tribune* editorial writer wrote.

The day was December 12, 1963 and Governor Reed and his Executive Council were in Sanford, along with the Department of Economic Development commissioner, Standish K. Bachman, Deputy Secretary of State Joseph T. Edgar and other officials of government and executives of industry.

The occasion was the dedication of the American Cyanamid Company's new plant in Sanford's Industrial Estates manufacturing development. To round out the week's events the Sanford-Springvale Chamber of Commerce was celebrating its tenth anniversary.

The new \$4 million, 70,000 square foot building is the second plant to be acquired or built by American Cyanamid in Sanford within two years. The company acquired the Wasco chemical plant in December of

1961, for plastics production, which it is now operating with 300 employees. The new plant employs 80 workers in the production of Acrylite, an acrylic plastic. Capacity of the new plant can be doubled by installing additional equipment.

NO STRANGER

American Cyanamid is no stranger in Maine, for it was incorporated in this state in 1907 to produce calcium cyanamid under German patents for which the founder, Frank S. Washburn, had acquired North American manufacturing rights. The first plant was established in Niagara Falls, Ontario two years later.

Today American Cyanamid produces a long list of products, including drugs and chemicals, in 41 domestic and 14 foreign plants and mines. The company has four research laboratories. Its general offices are in Rockefeller Plaza, New York.

American Cyanamid sales range between \$600 and \$700 million annually. Employment total 2900. In 1960 the company made a capital outlay of \$40-\$50 million for expansion and modernization.

"It was a momentous day for Sanford."

ART ROAD SHOWS

More than 200 examples of the work of Maine artists are travelling the secondary school circuit this winter in an art "road show" sponsored by the University of Maine. Some fifty year-round Maine artists loaned their productions that students of 90 high schools and academies might see for themselves how Maine and Maine people look through artists' eyes.

Vincent A. Hartgen, head of the University's Art Department and a well-known artist himself, said that students and teachers have welcomed the exhibits so en-

thusiastically that the program will be continued next year with, possibly, a nationwide tour and travelling exhibits of the work of Maine photographers. The University will include the works now on tour in a Summer Arts Festival on campus next July and August.

Teachers who schedule the shows can build study programs around the exhibits to illustrate such subjects as art techniques and appreciation and Maine landscape, people and occupations.

Later the committee was expanded to include H. Allen Mapes, Arthur Therrien, now State Senator Ralph M. Lovell, J. Herman Pouliet and Edwin M. Ballenger — all well known in the area, some throughout the state and beyond. William J. St. Onge became executive manager, and is so to this day — he whom Governor Reed termed "perhaps one of the leading industrial development men in the entire country," while dedicating a second American Cyanamid plant in Sanford this December.

Carl Brogi was the first president of the Chamber; Robert S. Jagger the tenth.

"JUSTIFIABLE CONFIDENCE"

Since 1955 Sanford has won a net gain of 12 new industries. The manufacturing payroll in 1962 soared to more than \$10 million, \$3 million below the average of the best of the Goodall mill days. At the lowest point in the ten-year struggle, the payroll had dipped to about \$3½ million.

The decade has brought many community improvements including remodeling projects, new mercantile enterprises, new homes, new streets, a new sewerage treatment plant, two new churches, two new public school buildings, six new buildings on the Nason College campus.

"This is community growth!" St. Onge wrote in the executive manager's report. "These projects are not being carried on by people who are fearful or doubtful of the future. These investments indicate faith, optimism and confidence in the future of Sanford-Springvale."

The 10-year report concludes:

"The record of the decade speaks for the Chamber. The fact is that for each dollar invested by the community in the Chamber program, an average of \$10 in taxes on new industries has been returned. With justifiable confidence, your Chamber looks to a new, dynamic decade."

BUSY MAN

Sumner Pike of Lubec confers frequently with Governor Reed in the executive offices in Augusta concerning the Passamaquoddy-St. John River hydro-electric projects. Pike is chairman of the Governor's Committee for these projects. He was re-elected a representative to the Legislature in the November 5 special election. Pike, a member of a prominent Washington County family, has been chairman of the U. S. Atomic Energy Commission and is a former chairman of the Maine Public Utilities Commission.



On Paper

Maine has "a great opportunity to achieve the role of national leadership in the paper industry."

This statement was made by R. Carl Chandler, Chairman of the Board of Directors of Standard Packaging Corporation, at Bangor, where he announced plans to build a \$5 million tissue mill at the Eastern Fine Paper and Pulp plant in Lincoln. Eastern, acquired five years ago by Standard Packaging, also has a plant at Brewer. The new Lincoln mill is part of an estimated \$12-15 million expansion program planned for both plants.

Construction at Lincoln will begin at "the earliest possible moment," Chandler said. He estimated that the new mill would increase Eastern's \$9 million payroll by about \$700,000. The Eastern bleached Kraft pulp mill at Lincoln was completed in 1958 at a cost of \$11 million.

Chandler declared that the expansion plans of his company "attest to our confidence in the future of the paper industry in Maine" and he volunteered Standard's support for a proposed "sell Maine" campaign.

The Eastern Fine Paper and Pulp stationery bears the legend: "Maine offers much to American industry."

EXPANSION SERIES

The report of Eastern's expansion was the third in a series of such announcements by major Maine pulp and paper companies which came in rapid succession during

recent weeks, prompting Chandler's observation concerning Maine's progress toward national leadership in the industry.

First in the series of recent expansion announcements, involving a \$54 million pulp and paper mill to be built by the International Paper Company in the Livermore Falls area, was covered in detail in the previous issue of *Maine Developments*. Governor Reed termed this addition to the industry "one of the most important economic gains ever recorded in the history of our state" and Commissioner Bachman said it proves "Maine has what it takes for the growth and expansion of industry."

The new International mill will have a daily capacity of 500 tons of sulphate pulp and will supplant a 100-ton sulphite chemical plant. Mill employment would be increased by 85, or so, to approximately 960, while stepped-up woods operations would provide an estimated 1000 new jobs.

The hallelujahs which greeted this news scarcely had quieted when the Georgia-Pacific Corporation again aroused the welkin with the announcement of tentative plans for construction of a \$25 million Kraft mill at its St. Croix plant in Woodland, contingent upon satisfactory arrangements concerning effluent disposal in the St. Croix River and other matters. The 500-ton bleached Kraft mill would utilize both soft and hardwood chips, supplanting the existing sulphite mill. Twenty workers would

be moved from the discontinued sulphite operation and approximately 70 additional hired to run the new mill.

POLLUTION REDUCED

It is worth noting that the expansion plans of both International and Georgia-Pacific include elimination of sulphite pulp production in favor of Kraft sulphate, a process which entails substantially less waste disposal demands upon the rivers.

Other Maine companies have started, some completed, multi-million dollar expansion and modernization programs recently, giving pulp and paper the reputation of being the most progressive industry in the state. Among these, Oxford Paper Company, Rumford, early this year announced a \$50 million five-year modernization and expansion program, 80% to be spent in Maine. S. D. Warren is engaged in a \$36 million expansion program to be completed in 1965.

Paper, in 1962, produced by far the largest single item of gross product value among Maine industries. Its \$448 million output represented 27.9 per cent of the state's \$1.61 billion gross product value for that year. The industry was second only to leather in numbers employed in manufacturing in the state (16,971) and its payroll of slightly over \$100 million was topped by only about 4 per cent by the Transportation Equipment industry, which includes the Kittery Naval Shipyard.

Golden Wedding

Two anniversaries were reached in the marriage between the pulp and paper industry and the University of Maine during the year 1963. It was the golden anniversary of the University's pulp and paper course which, established in 1913, was the first of its kind in the nation.

And it was the tenth anniversary of the incorporation as a non-profit organization of the Pulp and Paper Foundation, comprised of members of the industry and devoted to the training of manpower to keep up with the ever-expanding requirements of the industry for technical and managerial personnel.

The years have produced 930 Maine alumni engaged in the pulp and paper and allied industries, employed by 231 different companies located in 38 states and 14 foreign countries. Fifty of these are in administrative positions; six of them presidents and 21 vice presidents. Thirty-three hold positions as managers.

A young person searching for a rewarding career could do much worse than to investigate the pulp and paper course at Maine. Completion of the course practically guarantees employment with excellent opportunities for advancement in this progressive industry.

COURSES

The four-year course leads to a Bachelor of Science degree in pulp and paper technology. The first three years are identical with the course in chemical engineering;

the final year is devoted almost exclusively to instruction in pulp and paper technology.

A fifth year of specialized technical training is available, which provides about two-thirds of the requirements for a Master of Science degree.

The nation over, industry is expressing its need for trained manpower through scholarships and other aids to advanced education. But the nation over, it would be hard to find an instance of industry-university cooperation to equal the program which the Pulp and Paper Foundation sponsors at the University of Maine.

Since its organization in 1951 (it was not incorporated until 1953) the Foundation has contributed well over half a million dollars to the pulp and paper course at the University, in addition to the valuable time and efforts which many of the leading executives of the industry have donated in support of the program. The cash has been expended for scholarships, fifth year grants and loan funds; support of teaching; research and equipment. The equipment includes papermaking and coating machines and computers.

THE FOUNDATION

Membership in the foundation is of four types: Scholarship Underwriters, companies which make annual contributions of \$2500 or more; Company Members, companies which give \$1000-2499 per year; Special Gifts, companies which give less than \$1000

per year and; Individual Members, alumni and friends of the University and others interested in the industry.

The Foundation has a membership of 106 corporations and more than 375 individuals.

Individual gifts have been as high as \$25,000. This sum was given by the late Hush J. Chisholm toward the purchase of an experimental fourdrinier paper machine.

The name of practically every Maine paper company is included in the membership. Many out of state companies are members, some of them not even remotely connected with the pulp and paper business.

SPECIAL COURSES

Instruction includes special programs for students who are not candidates for a degree and seminars calculated to improve the skills and raise the rating of industry employees.

Maine, with 418, tops the 38 states in which the alumni are located. Massachusetts with 119 and New York with 116 follow in that order. Nineteen alumni are working in Canada, three in India, two each in China and Japan and one each in Argentina, Africa, Brazil, Burma, England, Korea, Mexico, Norway, Philippines, and Switzerland.

Companies with Maine plants employing University of Maine pulp and paper course alumni include Great Northern Paper Company, 90; Oxford Paper Company, 68; S. D. Warren Company, 63; International Paper Company, 47; Scott Paper Company, 31.