"It Pays to Advertise"

as shown
by the records of the
State of Maine Publicity Bureau
Portland, Maine

Visitors
Become Investors
in Industrial, Agricultural and
Recreational Resources of
the State of Maine

STATE OF MAINE PUBLICITY BUREAU

INFORMATION OFFICE—STREET FLOOR

HEADQUARTERS STATE OF MAINE PUBLICITY BUREAU
LONGFELLOW SQUARE, PORTLAND, MAINE

CORRESPONDENCE DEPARTMENT—SECOND FLOOR

State of Maine Publicity Bureau Sixth Anniversary

By A. G. S. in the *Lewiston Journal*, January 3, 1928

JANUARY 11, 1928, will be the sixth anniversary of the establishment of the State of Maine Publicity Bureau.

On the 11th day of January, 1922, a group of hotel men and others interested in automobile travel met in response to a call issued by Hiram W. Ricker at Room 511, Fidelity Building, Portland, Maine, and there after due consideration it was voted to form the Maine Publicity Bureau for the purpose of advertising the attractions of Maine as a tourist State. The certificate of organization was certified by the Register of Deeds of Cumberland county at once and was filed in the office of the Secretary of State, January 19, 1922.

The organization was perfected by the election of the following officers: President, Hiram W. Ricker, Poland Spring House, South Poland; vice president, Frank D. Marshall, Marshall House, York Harbor; treasurer, Henry P. Rines, Congress Square Hotel, Portland; clerk, Charles H. Fogg, Houlton. These officers with Joseph W. Simpson of York Harbor, Alonzo Q. Miller, Auburn, and Gerard F. Alley made up the Board of Directors. Field secretaries were hired to canvass for subscriptions to advertise the state as a whole and to pay the running expenses of the organization.

Temporary headquarters were opened at 97½ Exchange Street, thence moved to the Y. M. C. A. Building until on May 1, 1922, headquarters were opened in the Pine State Building, Longfellow Square, Portland, which headquarters have since been and are now occupied by the State of Maine Publicity Bureau.

John Clark Scates, a former member of the Legislature and one of the most active proponents and supporters of good roads in Maine, was made general secretary, working without salary in the interests of the common good. An advertising committee was appointed consisted of Daniel W. Hoegg of Portland, M. L. Harris of Portland, Charles H. Fogg of Houlton, W. A. Hennessy of Bangor, Arthur G. Staples of Auburn to assist Mr. Scates in general direction of advertising and management. In 1924 Mr. Scates resigned and Harrie B. Coe, was made general secretary.

The first full program for advertising was laid out in 1922 by the advertising committee in conjunction with the Amsterdam Agency of New York which was chosen to prepare the copy and the

cuts and lay-out for the general campaign of newspapers in which the money was to be spent. All money, expended in 1922 and for some years thereafter, was raised by private subscription, and among the original subscribers for the first year were Harry A. Chapman of Bangor, $1,000; Henry P. Rines of Portland, $1,000; Hiram Ricker and sons, South Poland, $1,000. The remaining subscriptions being in various amounts from $500 to $25 each, the latter being usually placed for a period of three years, $25 each year. Practically all of these subscriptions were gained from hotels, banks, business organizations and public-minded individuals all over the state of Maine.

In this year 1922 the total amount raised by private subscription for this general cause of Maine Publicity was $29,570; in 1923 this was increased to $35,482; in 1924 $35,148; in 1925, $36,458, and in 1926 to $37,552. The bulk of this money was spent in display advertising in metropolitan daily newspapers east of Chicago, north of Cleveland, south as far as Washington and to the north as far as Montreal, Ottawa and Toronto, Canada. Besides these, advertisements were placed in four sporting magazines for the purpose of advertising the spring fishing in Maine. A beautiful booklet describing Maine as a whole with hundreds of photographs and a four color cover was also issued by the Publicity Bureau, the text of the same having been written by Mr. Coe, and other booklets and folders were written and used together with a first class map showing the arteries of travel.

Thus the Maine Publicity Bureau functioned for three years without any official recognition by the State of Maine itself. Its funds were raised privately as we have said, and it expended its money under the direction of its officers for the common good of Maine's summer business, together with much emphasis on spring fishing and fall hunting. In the fall of 1925, after the election of Ralph O. Brewster as governor, and previous to his inauguration, Mr. Brewster met the officers and friends of the Maine Publicity Bureau, at its offices in Portland, and laid before them a new and more general plan of wider usefulness and business-like anticipation of the functions of Maine development.

He suggested as a general policy that the Maine Publicity Bureau should continue exactly as it had continued, and form one part of a tri-partite plan which would include the State of Maine itself as one of the other three elements and the towns and cities as the third element. He pointed out that a law existed in the Maine Statutes, authorizing towns and cities to appropriate money for general advertising of their communities and that under a close legal interpretation of the same, the Attorney General of Maine had ruled that such towns as desired to contribute within the limit set by the statutes (which limit was based upon the valuation of said towns) could do so and the common fund could be applied to general advertising

of the agricultural, industrial and recreational resources and interests of the State of Maine.

He also stated that he should urge and he had small doubt that the Legislature would approve of the passage of a bill appropriating $25,000 annually for two years, covering the legal period authorized by the Legislature, this money to be spent in preparing data for the printing of booklets, folders, maps and the printing of the same, this money to be spent exclusively under the direction of the Governor and Council and exclusively, also, for the purposes designated in the act itself.

This policy was a large and able amplification of the original idea of the Maine Publicity Bureau and partook of the spirit of a broad movement for the development of Maine. This development has had such remarkable success that since 1925 Maine has become the model for other states to follow and its plan adopted that day has not been improved upon by any other state in the Union. It specifically allocated the preparation of booklets, folders, maps, etc., to the State itself by direction of the Governor and Council. It specifically allocated advertising to towns and cities combined. It left to the Maine Publicity Bureau the duties of a clearing house and information bureau, a medium for the answering of all inquiries, an expert organization for designing, preparing and placing advertising copy, the expenses of this State of Maine Publicity Bureau to be paid from funds raised as heretofore by itself by private subscription from all sources.

The next problem that arose concerned the raising of money by towns and cities for advertising purposes. It was apparent that the Maine Publicity Bureau could handle its own affair and that the appropriations by the State through the Legislature would be handled by an official board, the Governor and Council.

The next step was to organize an official board duly authorized for the purpose of handling the funds appropriated by towns and cities. Early in the inauguration of this new policy, the Maine Development Association was created at Augusta at a meeting attended by representatives of every section of the State. This Maine Development Association was made up of sixteen county chairmen, one from each county, the same being chosen by representatives from the towns and cities contributing to this fund. This organization chose Col. Albert J. Stearns of Norway as chairman; Mayor C. D. Crosby of Bangor, treasurer; Col. E. A. Robbins of Camden, secretary; Harrie B. Coe, corresponding secretary. This organization functioned immediately and proved to be a very coherent, well organized, and excellent working body. Its authority traced directly back to towns and cities which had contributed; and the results from the first town meetings held that year were encouraging. The city of Portland contributed $10,000 and many other cities contributed

sums varying from $500 to $1,000, the total contribution during each year in which this Maine Development Association functioned, running from $25,000 to $30,000.

All this money so raised by towns and cities was spent for advertising the State of Maine, agriculturally, industrially, and recreationally. None of this money was spent for overhead or service. All the expense for postage, office personnel, clearance, maintenance of information bureaus, travelling representatives was met by the private subscriptions to the Maine Publicity Bureau and all the expense of pamphlets, booklets, maps, etc., were paid out of the $25,000 yearly appropriation from the State under the direction of the Governor and Council.

While this article is devoted chiefly to the State of Maine Publicity Bureau, we have included this famous history in order that the public may have a better understanding of how it has come about as a public institution.

In the Legislature of 1927 the development policies were changed slightly by the abandonment of the Maine Development Association and formation of the Maine Development Commission, under which plan the State increased the appropriation materially so as to include a large portion of the amount required for advertising. The commission appointed under this new law is headed today by Clarence C. Stetson of Bangor, who is admirably suited for a business organizer. It is made up of the State Commissioners of Agriculture, Labor, Fish and Game and Forestry and six private citizens: John E. Abbott, North Berwick; Charles Ault, Auburn; Lewis S. Bean, Presque Isle; Hiram W. Ricker, South Poland; Clarence C. Stetson, Bangor; George F. West, Portland. Vico C. Isola, Augusta, is the executive secretary.

The Maine Publicity Bureau continues as the service organization for the general plan, handling all replies received from the State advertising, answering the letters, sending literature, etc., all paid for by funds privately subscribed as heretofore.

A new spirit is abroad in the State. Maine has taken herself seriously so far as development is concerned. The leaven of this Publicity Bureau has spread into every nook and hamlet. It has assisted the work of good roads; it has aroused an emulative spirit of beautification of towns; it has improved wayside inns and taverns; it has started research work by the State and is responsible for the inauguration of the forthcoming survey of Maine; it has brought about a better feeling toward the development of hydro-electric power; it has greatly assisted toward a new life in agricultural matters; it has started new interest in the development of Maine hard wood; it has been responsible largely for the construction of nearly $1,000,000,000 worth of new industry and such public work as the bridge over the Kennebec at Bath. Because of it, enormous land develop-

ments have been carried through such as Lucerne-in-Maine, Summer Haven, Sprucewold, Pemaquid, Sorrento. Millions of dollars have been added to the non-resident tax valuation, wholly on summer homes in the State.

And this movement has just begun. If Maine will continue to stand behind, it will grow with increasing force.

All over America this remarkable five years development of Maine is considered the most substantial and important of anything that has happened in the United States during the same period. It is largely responsible for the organization of the New England Council and in numerous other states of the Union the Maine plan as outlined in the foregoing is looked upon as the most practicable, the most nearly ideal of any that has ever been formed. Let's back it to the finish.

A. G. S.

THE following statistics are made up from the records kept at the Maine Publicity Bureau from questionnaires sent to visitors to Maine and those obtained from other sources which we know to be accurate.

We offer them for consideration, feeling that beyond a doubt they prove that the tourist business in Maine is an industry, and one worthy of our interest and attention. In studying these statistics, it should be borne in mind that the result of this work is cumulative and that a very large percentage of the persons served by the Maine Publicity Bureau each year is new business, since many who visit Maine one year, do not find it necessary to write us for information the following year, or to call at the Bureau office for assistance. The following extract from a letter from Cleveland, Ohio, is one of many that we have received which proves this point.

I visited Maine four times during this year, twice with my family, once by myself and the last time in November on a hunting trip with three men from our Company. We went by railroad on our hunting trip but on the other three visits we drove from Cleveland. My family spend the best part of the summer at a camp in Maine, and I first heard about it five years ago from your own agency. We expect to spend portions of our 1928 vacation in Maine.

QUESTIONNAIRES

Since 1923, 2,500 questionnaires have been sent out each year to people who wrote us for information on Maine. These 2,500 names were selected from about 18,000 received each year by the Maine Publicity Bureau as a result of the State's newspaper and magazine advertising. In order to develop a proper average, they were chosen to include residents of every state in the union, representing different walks of life and using all methods of travel. The purpose of our questionnaire was to check up on the efficiency of our Bureau service and also that of hotels and transportation companies, and to correlate other information of interest.

The following figures present a comparative analysis of these returns from 1923 through 1927:

NUMBER OF PEOPLE

	1923	1924	1925	1926	1927
By auto	709	941	847	1389	2314
By R. R.	359	429	239	244	548
By S. S.	126	171	159	103	491
Total	1194	1541	1245	1736	3353

MONEY SPENT

	1923	1924	1925	1926	1927
By auto	$59,788	$66,880	$60,549	$105,897	$155,944
By R. R.	40,369	36,650	21,860	32,530	51,345
By S. S.	8,002	7,885	11,060	10,550	24,353
Total	$108,159	$111,415	$93,469	$148,977	$281,642

SPENT PER CAPITA

	1923	1924	1925	1926	1927
By auto	$ 84.32	$71.07	$71.48	$ 76.23	$67.43
By R. R.	109.38	85.43	91.46	133.31	94.71
By S. S.	63.50	46.11	69.55	102.42	49.59
Average	$90.58	$72.30	$77.49	$85.81	$70.08

NOTE: In analysing the 1927 replies from which these "Spent per Capita" figures were made, it was quite evident that many of them showed only the amount spent for board and nothing was added to cover incidental expenses. From an analysis of those that did cover all expenses it is felt that we can conservatively add 25% to the above figures, making the average per capita for 1927, $86.35.

NUMBER WHO STAYED IN:

	Hotels		*Adult Camps*		*Farms*	
	People	*Days*	*People*	*Days*	*People*	*Days*
1923	585	10,008	332	6,581	163	3,122
1924	626	7,539	291	3,564	141	1,247
1925	542	7,876	209	2,529	107	1,368
1926	882	9,658	340	5,073	190	2,105
1927	1,103	11,783	453	8,549	263	2,892

	Housekeeping Cottages		*Camped Out or in Motor Camps*		*Tourist Homes*	
	People	*Days*	*People*	*Days*	*People*	*Days*
1923	....	....	114	1,883		
1924	292	6,337	123	1,217	*No record*	
1925	254	6,657	159	1,562		
1926	257	10,257	281	2,150		
1927	492	15,658	639	4,251	342	1,227

In 1927 Tourist Homes were added to the accommodations asked about since they had developed appreciably during the past year. Of the 3,353 people represented this year by our questionnaires returned, 981 stayed in Motor Camps or Tourist Homes, or about

31% of the total number, compared with 1,819 or nearly 50% who stayed in Hotels, Adult Camps and Farms.

The following is a detailed study of the 1927 questionnaire returns. Of the 2,500 questionnaires sent out, 1,095 were returned to us or 44%. Of this number 1,072, representing 3,353 people, gave enough information to be used in tabulating these figures. They represent 35 States, Canada, Cuba, South America and the Canal Zone. Those replying from the nine States indicated by a star (*) at foot of the tabulation of States and from South America were unable to come to Maine in 1927. But of these, representatives of six of the nine States plan to come in 1928 and the others at a future date.

	NUMBER OF PEOPLE			MONEY SPENT		
	By Auto	*By R. R.*	*By S. S.*	*By Auto*	*By R. R.*	*By S. S.*
California	5			$ 280.00		
Connecticut	186	24	5	11,517.00	$1,551.00	$ 123.00
Delaware	3	2		420.00	200.00	
Dis. of Columbia	19	5		1,641.00	497.00	
Georgia	5			250.00		
Illinois	60	5	3	3,338.00	612.00	216.00
Indiana	19			626.00		
Iowa	8	2		520.00	945.00	
Kansas	4			250.00		
Maryland	32	1	9	1,393.00	20.00	1,560.00
Massachusetts	580	79	81	36,237.00	6,942.00	2,312.00
Michigan	9			595.00		
Minnesota	5	5	5		70.00	70.00
Missouri	9	2		366.00	150.00	
Nebraska	4			189.00		
New Hampshire	37	2		1,473.00	126.00	
New Jersey	300	78	65	19,406.00	9,309.00	6,828.00
New York	537	244	283	42,991.00	20,492.00	10,602.00
North Carolina	4	2		70.00	40.00	
Ohio	74	9	7	3,280.00	1,298.00	248.00
Oklahoma	2			240.00		
Pennsylvania	226	58	31	19,564.00	6,732.00	1,659.00
Rhode Island	110	8		4,169.00	391.00	
Vermont	6			91.00		
Virginia	4	2	2	735.00	182.00	735.00
Wisconsin	4	2		70.00	126.00	
Canada	53	18		4,563.00	1,662.00	
Cuba	4			920.00		
Canal Zone	5			750.00		
Totals	2,314	548	491	$155,944.00	$51,345.00	$24,353.00

Total people, 3,353; total money spent, $231,642.00.

Arizona*, Arkansas*, Florida*, N. Dakota*, S. Dakota*, Tennessee*, Texas*, Washington*, West Virginia* and South America*.

This table of States is presented to show the breadth of the tourist business but is in no way a complete return from the various States. In considering these figures it should also be borne in mind that these returns in no way coincide with the number of callers registering at the Maine Publicity Bureau or the States represented in Maine during the tourist season. 3,353 persons are only an extremely small part of the more than a million who visit the State each year, and their answers may only be considered as giving a fairly accurate indication of the trend of the business. (See comments under Bureau Callers on page 9.)

A tabulation of guests registered at one of Maine's leading city hotels for 1927 shows a registration from 46 States (Wyoming and Idaho not represented) and nineteen foreign countries: Holland 1, Italy 6, Brazil 2, Japan 6, Cuba 3, China 1, Scotland 2, South Africa 1, Turkey 1, Venezuela 4, Porto Rico 1, Java 1, Ireland 4, Bermuda 2 and Philippine Islands 4. This is indicative of the cosmopolitan atmosphere of Maine's summer tourist business.

An analysis of some of the other questions asked is interesting in proving the value of our work and in making plans for the future.

In reply to the question about vacation plans for 1928, 381 said they were coming to Maine, 114 were considering Maine, 310 had no plans or were uncertain and 109 were going elsewhere. The total of 428 who are uncertain against the 381 coming to Maine show the need of continuing and increasing the advertising of the State of Maine.

270 requested literature sent friends, and as each one will average at least three names, this gives us an excellent opportunity to distribute our advertising to interested people.

Of those replying to the question about the service of the Maine Publicity Bureau, 322 mentioned satisfactory service, most of them in a highly complimentary way, and only 14 offered any criticism of the Bureau.

Asked why Maine was considered as a vacation place, 78 said scenery and climate, 71 fishing, 3 hunting, 44 woods and lakes, 25 seashore, 6 relief from hay fever, 100 previous visits, 29 recommendation of friends and 271 attracted by advertising. The advertising, therefore, attracted nearly as many as all the other reasons combined, surely a proof of its need and value.

Records are kept at the Maine Publicity Bureau of the replies received from the newspaper and magazine advertising, the callers at the Bureau office in Longfellow Square, Portland, the number of out-of-state cars passing through Longfellow Square going east, and the amount of literature distributed through the main office in Portland. This record does not include the people served by the Branch Bureaus at Kittery, Bangor and Houlton.

Summary figures for 1922-1923-1924-1925-1926-1927:

Letters received as result of advertising:

1922-1923-1924	30,000
1925	16,251
1926	18,281
1927	14,548
Total	79,080

Callers at Bureau during tourist season:

July and August, 1922-1923-1924	60,000
July and August, 1925	20,679
June 20-September 4, 1926	25,172
June 20-September 4, 1927	27,320
Total	133,711

These figures do not represent the number of people served, however, for generally only one caller of a party came to the desk for information. It is safe to say that we serve three times the number recorded. For 1927 that would mean a total of approximately 82,000 people, representing 42 States, the District of Columbia, New Brunswick, Nova Scotia, Prince Edward Island, Ontario, Quebec, British Columbia, Saskatchewan, Hawaii, New Zealand, Italy, Uruguay, France and England as shown by our register.

Out-of-state cars through Longfellow Square going east during July and August:

No record for 1922-1923	
1924	36,106
1925	36,063
1926	38,743
1927	40,253
Total*	151,165

In 1927 these cars represented every State in the Union except Idaho and North Dakota. Also Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia, Prince Edward Island, British Columbia, Chili and Hawaii. Of these only about 2% carried camping equipment.

Remember, too, that this is only one entrance into Portland, which in turn is only one of many gateways into the rest of the State.

Literature distributed through main office of Bureau:

1922-1923-1924	200,000 pieces
1925	98,933 "
1926	122,519 "
1927	127,306 "
Total	548,758 "

* Using 3⅛ persons, the American Automobile Association national average to a car, makes 472,390 people recorded the last four years.

BATH FERRY

With the passing of the ferry at Bath it is interesting to note the steady increase in its business during the past few years.

1922	81,811
1923	96,758
1924	116,068
1925	145,859
1926	163,916
1927:	
Ferry — January 1-November 15	195,873
Bridge — November 15-December 13	15,087

During 1927 the cars carried represented every State in the Union except North Dakota.

LAFAYETTE NATIONAL PARK

An excellent example of the growth of the tourist business is the increase in the number of visitors to Lafayette National Park:

1926	101,256
1927	123,699

Proof of the *permanent* value to the State of the tourist business are the figures recently compiled by Judge Edgar C. Smith, Secretary of State, based on records of the State Assessor. During 1927 the assessed valuation of the holdings of *non-residents* has increased $5,282,921, compared to an increase of $3,408,069 for *residents*, or nearly $2,000,000 more invested by outside purchasers than by residents. During the four year period of the State's advertising, *resident* realty has increased $16,000,000 while *non-resident* holdings have risen $40,000,000. Taking an average tax rate, the towns in Maine have received an increase in tax revenues during this four-year period of $500,000 from *non-resident* property owners.

During the thirty-four years from 1892 to 1926 records in the State Assessor's office show the total valuation in the sixteen counties of Maine showed an increase of 384% for *non*-resident valuations as compared with an increase of 114% for resident valuations.

Recently the owner of a girls' camp in the State wrote the Maine Publicity Bureau — "I have sold five farms through parents coming to visit children in my camp" — and this is only one way in which such contacts are made.

The general prosperity of the State of Maine can hardly be questioned in the face of the returns from National Banks, Savings Banks and Trust Companies in the State which show a total increase in deposits during 1925, 1926 and 1927 of $55,949,827.

Is the Tourist Business an Industry?

The value of the tourist business to the State of Maine is estimated at $100,000,000 a year. These figures are based on reports from questionnaires sent out by the State of Maine Publicity Bureau in the fall of 1925 to people who had written for information to help them plan their vacation to Maine that summer, and on the Federal Government report on file in the State Highway Department at Augusta of the automobile census taken in 1924 in conjunction with the State Highway Department to determine the type of road which should be built during the next ten years.

In connection with the census, a record was kept of all out of state cars entering Maine through nine gateways and whether they were commercial or pleasure cars.

This report showed an average daily density of 3,604 cars passing through the gateways of Kittery, Berwick, Fryeburg, Upton, Dennistown, Madawaska, Van Buren, Houlton and Calais.

The census was taken from July 1st to October 31st, or 123 days, and showed a total of 443,292 pleasure cars.

Using the American Automobile Association National average of 3 1/8 persons to a car, shows 1,385,287 persons.

Deducting one-half because in and out cars were taken, leaves in round numbers 700,000 persons. Adding to this 175,000, which is 25 per cent of the four months record, as a record for the other eight months of the year, and adding 25 per cent to cover that which probably came by railroad and steamer travel, gives a total of 1,050,000 people.

The questionnaire records referred to elsewhere in this article indicate an average expenditure of $90.58 in 1923 for each of the 1,050,000 persons who came into the State of Maine.

As no records were kept of travel coming through a few other gateways into Maine, it seems reasonable to say that 1,000,000 persons spending $100,000,000 came into Maine that year.

That our figures of $100,000,000 a year is a very close estimate is substantiated by an article in the April, 1928, issue of The Magazine of Business (System) which says "that the tourist business is a lucrative business was brought to light by a recent survey which revealed the following interesting facts and figures: In the six New England States, New York, New Jersey and Eastern Canada 8,125,000 motor tourists spent en route $663,731,250." This is very close to our average per capita figure of $86.35 shown on page 8.

From the best records obtainable it is conservatively estimated that this amount has increased 10 per cent each succeeding year since these tabulated records were made in 1925.

What Maine Gets Yearly from the Summer Tourist

By Sam E. Connor in the *Lewiston Evening Journal* of April 9, 1928

A party of eight persons were in Maine fifteen days last summer. In that time they spent $3,096. That was an average of $25.82 per day per person.

Here is something for those who have the habit of sniffing disdainfully when reading or hearing estimates as to the revenue this State derives from this source. These figures are not estimates. They have been provided by the men and women who spent the money. They have furnished that information to the Maine Publicity Bureau and their names are on record at the office of that organization in Portland. Their names are not used here. They were given in confidence, but are matters of record with the Bureau.

This is an exceptional case, says some one. Not so. It is just one of, not hundreds, but thousands, picked at random from the list. No one would contend that all who come into the State spend so much. At the same time there are those whom it costs more per day while they are here. In support of this take one party of four which was here last year for twelve days. They spent $1,680 in the State. That was a daily average expenditure of $35 per person.

Another party of sixteen stayed in Maine ten days. Their total expenditure in that time was $1,920, which was an average of $12 per day, per person. In commenting that there is a wide difference between $12 and $25, or $35 a day, just remember, first: That 100,000 people in the State for one day and spending but $12 per person, would give an income for that day only of $1,200,000.

What Figures Mean

When you study these figures in comparison with other sources of revenue to Maine the value to the State of the tourist business becomes more and more apparent.

Maine boasts of the importance of the Aroostook potato crop. It is right she should. It is a valuable source of revenue. The average value of that crop for some years has ranged between 25 and 30 million dollars. For the purpose of showing the importance of the tourist business, not in disparagement of the great Aroostook agricultural interests, let's do a bit of comparing. If 100,000 tourists spending $12 a day remain in the State ten days they leave here $12,000,000 or nearly half the average value of the State's potato crop. If they remain for 30 days they leave $36,000,000, which is from $6,000,000 to $10,000,000 more than the value of that crop.

Do you begin to grasp the value of this tourist industry to the State of Maine?

How Was Money Spent?

Some will at once decide that all this money was spent with hotels. It was not. It went to business men, it went to apartment houses, to boarding houses, to over night camp proprietors, to the clothing and dry goods interests, to department stores, as well as the taxis, bus lines, street cars and steam railroads; all got their share of it, as the letters on file with the Bureau show.

One party of two women came to a Maine city, took an apartment in a house and remained there four weeks. Before they left four others came and remained six weeks. Those six women expended in that city $585. This included rent, food, shoes and clothing purchased. Was their visit not a benefit to the business of that community?

A Nebraska party of four spent $189 in fourteen days. They were camping. A group of seven from Ohio in eight and a half days left $684, while four from Pennsylvania were in Maine twenty-two days and their total outlay was $2,250. From Virginia came two, who were here twenty-five days and contributed $1,470 to the coffers of Maine. Three Canadians in thirteen days spent $1,560, which was $60 each, per day, while five persons from the Canal Zone stayed thirty days on a camping trip and expended $750.

(This article continues to cite many other similar cases, but these are enough to prove the point that Mr. Connor makes; that the tourist business is an industry and one of the biggest in the State.)

How One Visitor Has Repaid

A prominent wholesale fish dealer in Boston went fishing at Moosehead Lake last spring. His son and a friend were with him. They were there fourteen days and spent $969.

That doesn't end the story. With them, also, was a motion picture camera man. They made some fine films of salmon fishing, fly casting, playing and landing the fish. These were made both on the lake and on Moose River. He has shown this film to his friends and to clubs in Boston and New York. He has also loaned the film to the Maine Publicity Bureau and the Bureau has had a duplicate made for use in its publicity work. Figure up the publicity which this film has given Maine and see what this visitor meant to the State, and it didn't cost the State one cent to get this film made but they never would have gotten it if this man had not been attracted to Maine by its advertising. And that is not the end, as before remarked, for in the fall of 1927 this man attended the Rotary Convention at Poland Spring. He and his son are coming back to Moosehead this spring for more fishing.

Study these figures and decide whether the summer visitor is a worth while asset, whether Maine wants them to keep coming while at the same time endeavoring to develop her agricultural, industrial, and all other resources. It seems the answer must be yes.

How the Tourist Develops Industry

On the big display windows of the Maine Publicity Bureau, Longfellow Square, Portland, were painted in large letters when the office opened in May, 1922, the following: "General Information," "Agricultural Information," "Industrial Information," "Tourist Information."

This shows that when we first commenced to function, altho the primary objective was to advertise for and promote the tourist business because it was our best "turn over" merchandise, yet we were looking into the future because we felt that the best way to build up the State in an industrial way was through the tourist travel. It is a well-known axiom of merchandising that you must first get people into your store, to sell them your goods. That is the principle on which we are trying to sell the State of Maine industrially and agriculturally. Then, too, the tourist crop was our easiest and best paying one for the immediate present, because it had been plowed and harrowed for the past fifty years, in a small way to be sure, but preparatory to the broader way in which we are now operating.

An authority on advertising has wisely said "It is easy to induce a thousand business men to try Maine for a vacation, but a hard job to induce one of them to investigate a cold-blooded business proposition in an untried State" and that is why the slogan "bring them to play and persuade them to stay" was adopted—while they are here to play they learn something of our industrial and agricultural offerings.

If they can be induced to come to Maine to fish, camp out, canoe, bathe in the surf, climb our hills and mountains and avail themselves of the many opportunities which Maine offers for recreation, they will learn that palm beach cloth is not made at Palm Beach, but is made by the Goodalls at Sanford, Maine. They will learn that Burrowes Screens are made in Portland in one of the largest screen factories in the world. They will learn of the big textile mills at Saco, Biddeford, Lewiston and Waterville from which come the gingham, sheetings, and other cotton goods the women tourists buy in their home towns. They will learn of the immense shoe factories of Auburn.

They will see where nationally advertised Burnham & Morrill fish flakes are packed and where the famous Maine sweet corn is grown and canned.

They will have a chance to test the quality of the Aroostook potato and taste the flavor of Maine apples and recognize their superiority over those grown in the West and South.

They will learn that, while Maine is located in the extreme northern part of the United States, yet, through its State Pier in Portland, it has an outlet for all of Maine's products through intercoastal water routes to the Pacific Coast via the Panama Canal and that via these routes goods can be shipped at advantageous rates.

In this way Maine industries are able to compete with the middle West for Pacific Coast business so far as transportation costs are concerned.

All of these and many other accomplishments and also new opportunities in industrial and agricultural development will be spread before their eyes.

Another point sometimes overlooked is that of the increase in taxable property which has come about through the tourist. There is hardly a town in the State but has had its taxation revenue increased during the past twenty-five years by the building of new summer homes, new hotels, new camps or the building over of old ones. Many places are owned by people who have come from other cities and States and have established themselves in a year-round home. This means more tax revenue for new school buildings, better roads and other civic improvements from which everyone benefits.

New industries come slowly. A successful manufacturing or commercial business is not going to change its location just because some other town or State asks it to. Its reasons for change would be the opportunity to expand its business and make more money. Natural conditions affecting this must be seen and carefully studied by the industrialist. How better to show him than while he is our guest as a vacation visitor? He isn't going around with his eyes closed. If he did he wouldn't be a successful business man.

Mr. Gerrit Fort, Vice President of the Boston & Maine Railroad, said: "Maine presents the finest opportunities for future development of any of the other New England States. All the other States have very nearly reached the peak of their industrial and agricultural interests. Some have been on the decline for many years except in a few instances like tobacco in Connecticut and apples in Massachusetts, but our opportunities in Maine are of no earthly use if we do not improve them."

As Others See Us

During the year we receive many complimentary comments about the State of Maine and the courtesy and helpfulness of our citizens to the summer visitors. From thousands received we have taken at random some of these, together with a few comments on the service of the Maine Publicity Bureau. We offer them as they come to us, not as compliments but as plain statements of facts.

Comments on Service of Maine Publicity Bureau

From Racine, Wisconsin:

I want to commend most highly your courteous and efficient service at your Portland Information Bureau. It was by far the best we encountered on our whole trip.

Wyalusing, Pa.:

I cannot suggest any improvement in your service. It is authentic and correct to the letter, willingly and promptly rendered. Your service to us was of *great value* and much appreciated.

Elizabeth, N. J.:

After my experience with your prompt and efficient mail service, followed by the cheerful and helpful assistance I received when I visited your Bureau in Portland, I can make no suggestions. It should be extended to other States.

New York City, N. Y.:

The Information Bureau served my wishes in a most satisfactory manner and I can think of no manner in which their prompt and efficient service could be improved upon.

Malden, Mass.:

Almost I could say "no improvement is possible"! The gracious and courteous treatment I received when I called at your Bureau one day, together with the complete store of information was wonderful.

Comments on State of Maine and Maine People

Reply to question: What particularly interested you in Maine.

From Ridgefield Park, N. J.:

The wonderful friendliness of everybody we met. There were half a dozen instances — such as shelter from rain, unrewarded assistances about things we were ignorant of, non-exploitation in general of the vacationist, the open-heartedness of everybody — that created a warm feeling for Maine.

Takoma Park, Maryland:

Our experiences in Maine left little to be desired. In our trip of over 3,000 miles through eight states, Maine gave us the greatest satisfaction. Next time our stay will be longer. Keep up the good work, it pays to advertise.

Dover, Delaware:

The easily accessible wildness of your State. You have a treasure that should be the playground of the whole East. You have a good asset in the people of Maine — their courtesy and sociable good nature.

Washington, D. C.:

Everything that a tourist loves, scenery, climate, excellent food, good roads, good living conditions generally and reasonable prices, and courteous treatment at all times. I have nothing but praise for your State and its people.

Montreal, Canada:

The beauty of the scenery, the kindness of the people and the moderate hotel rates. Everything was delightful and traveling was made easy.

Warehouse Point, Conn.:

Especially the quiet and healthful environment and the class of people we met there. Also the wonderful spirit with which everyone tried to please us. We found the routes well worked out, clear and easy to follow. So long as we stayed we were courteously received and commented on the friendly spirit prevailing in Maine.

Worcester, Mass.:

Everything. Never enjoyed a vacation more. The food everywhere was delicious and the people charming. Most beautiful country imaginable. Would like to buy a small place and settle there some day.

Sonyea, N. Y.:

The entire state was of interest because it was my first trip thru. Scenery was beautiful, roads excellent and the courtesy of people and officials not excelled in New England.

New York City, N. Y.:

The people, the country — the scenery, in fact everything we saw and met. We had such a fine time I couldn't criticise a single person or thing. Everybody and everything helped to make us happy and they succeeded.

Philadelphia, Pa.:

The climate and the people. Have been spending my vacation in travel for many years and have been North, South, East and West but nowhere have I met such kindness, courtesy and civility in everyone I came in contact with. It seemed to be a pleasure to answer what many consider "darn fool questions."

New Rochelle, N. Y.:

We find little to criticise and much to approve. In all respects mentioned Maine has improved so much in the last five years that I am sure no one can complain about general conditions.

And many hundreds of others of a like character.

We publish the following as a good example of whether courtesy pays. It is a reprint from a Portland newspaper:

The reward for courtesy extended to strangers within the city of Portland by two policemen was a letter sent to the city manager paying high tribute to them. It was signed by the Governor of Ohio, A. V. Donahey, and it says:

Never in many years of touring did any of us meet with such courtesy and hospitality at the hands of police as the undersigned did in your city, September 23. Strangers, we inquired at a filling station, near the edge of the city, for directions to the leading historic and other points of interest. We were lost in the tangled information given us until Officers G. A. Dennison and F. D. McKenney happened along. They escorted us to the places we wanted to see, gave us a bird's eye view of industrial Portland, and sent us on our way praising a wonderful city.

In addition to the signature of the Governor of Ohio and his secretary, the names of the presidents of two of Ohio's largest publishing houses, and the several executives of those houses, were signed to the letter.

We hope these statements may prove of some interest as they somewhat reflect the work we are trying to do and its accomplishments.

STATE OF MAINE PUBLICITY BUREAU
HARRIE B. COE, *Manager*

Portland, Maine, May 1, 1928

STATE OF MAINE PUBLICITY BUREAU

A state-wide non-profit organization established for the purpose of advertising and developing the recreational, agricultural and industrial resources of Maine

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Longfellow Square — Portland

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Congress, State & Pine Sts. — Portland

NORTHEASTERN HEADQUARTERS
Times Office — Houlton

YORK COUNTY BUREAU
Kittery

CENTRAL HEADQUARTERS
Chamber of Commerce — Bangor

CENTRAL INFORM. BUREAU (*Summer*)
Bangor House — Bangor

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