Maine Invites You to Help Invite the Nation
STATE OF MAINE
PUBLICITY BUREAU

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Let's Accept the Invitation

Maine does invite the nation—and the world—but it needs the help of every loyal State of Mainer to make its invitation more effective.

To us who proudly call Maine “Home,” our unexcelled advantages of climate, scenery and recreational facilities are so well-known that we are tempted to take them for granted.

We dare not be complacent. Our state was a pioneer in developing and serving the recreational and tourist business. Many others have followed our lead. Now we must increase our efforts and maintain our position of leadership.

This booklet has been compiled to remind you of the vital importance of the tourist business and to outline for you the ways in which you can help Maine Invite the Nation.

Percy T. Clarke
Horace A. Hildreth

Chairmen,
Greater Service Program
of the
Maine Publicity Bureau

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National Tourist Business Compared With Other National Industries

Comparison of Products of Maine's 5 Leading Industries

Comparison of Employees of Maine's 5 Leading Industries

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The Tourist is BIG Business

The American public spends over five billion dollars annually in pleasure travel. This is nearly 9 per cent of the total national income, which was $56,000,000,000 last year.

The tourist business ranks among the leading national businesses, being equal to the gigantic iron and steel industry. It is estimated that more people secure a livelihood from this business than from any other national industry except farming and retail trade.

Recreational business is reckoned as being 6 per cent greater than the lumber industry, 11 per cent greater than the meat packing industry, 13 per cent greater than the clothing business, 51 per cent greater than oil production.

Maine’s share of this golden flood of tourist dollars last year was $94,500,000, spent by 950,000 visitors. New England’s annual tourist income is $500,000,000.

These are impressive figures. Proper attention to this business can make them more imposing. But we in Maine can hold our own, not to mention increase our income, only if we bring vision and cooperativeness to our consideration of this great industry.
Where the Tourist Dollar Goes

- 2 cents → Direct Employment
- 2 cents → Antiques and Gifts
- 3 cents → Farm Produce and Fuel
- 3 cents → Doctors, Dentists, Insurance, Lawyers and Other Professions
- 4 cents → Utilities, Transportation
- 5 cents → Boys' and Girls' Camps
- 6 cents → Theatres, Amusements and Sports
- 7 cents → Building and Construction
- 7 cents → Rooms, Overnight Camps, Eating Places
- 9 cents → Garages and Filling Stations
- 16 cents → Hotels and Sporting Camps
- 21 cents → Department, Men's and Women's Apparel, Shoe, Grocery, Drug, All Wholesale and Retail Stores
- 15 cents → All Other Items
The Tourist Dollar—and YOU

Your stake in the income from recreational business is naturally what interests you most.

Study the chart on the opposite page. Impartial analysis shows how widespread is the distribution of the tourist dollar.

Then remember that tourist money is NEW money for Maine. Remember that it is spent and respent in Maine. It is not retained by the hotel, camp, tourist home, restaurant, service station, store or professional man who first receives it.

They pay wages and salaries, buy merchandise or service, pay taxes and insurance and use the money for many other purposes. What is left is profit, but the profit passes on and remains in circulation.

For example, the American Hotel Association estimates that less than 25 per cent of the visitor’s dollar is spent in hotels; that 70 per cent of the amount spent by guests in hotels is disbursed by the hotels to other local business groups.

Retaining Maine’s $100,000,000 recreational business, therefore, is the concern of every State of Mainer. Increasing this business is an even greater concern.

The tourist dollar is money for YOU!
The Tourist Business - A Challenge

If we had a chance to bring ONE new million dollar industry to Maine, we would consider it a good investment to spend money for that purpose.

The tourist expenditures in Maine in 1938 were ninety four and a half millions of dollars! Surely that is an industry that challenges our imaginations—and our business instincts.

Furthermore, we learn that 51 per cent of Americans never travel for pleasure and, of those who do travel, only 26 per cent ever go over 500 miles from home. There is much more recreational business for those who go after it.

How do we get our present recreational business? By “selling” Maine to the traveling public. How shall we continue to get this business and deserve our share of the potential increase? By presenting a united front and by continuing to “sell” America’s Vacationland.

People want to travel, but they need encouragement, invitation, information, advice. Many like to have their questions answered before they start. Others want specific and unbiased information along the way. We cater to them properly only when such service is available.
Maine Meets the Challenge

It is no accident that nearly one hundred million dollars flows into Maine each year. It is, to a great extent, because of a comprehensive and constructive publicity program.

The State of Maine Publicity Bureau, a privately supported, non-profit organization, was started in 1922 to develop and serve Maine’s recreational business.

The Maine Development Commission, a governmental department, plans and directs the expenditure of the state advertising and publicity appropriation, including the preparation of booklets and folders describing the attractions of the state.

The Publicity Bureau initiates and maintains contact with prospective visitors and helps them plan vacations in Maine. It cooperates with the Maine Development Commission by mailing booklets and folders published by the Commission and by the Bureau.

It also mails booklets issued by communities, hotels, camps, farms and other Maine groups or organizations. It answers letters requesting advice or information and furnishes information service to visitors after they arrive in Maine.

The Maine Publicity Bureau is complementary to the Maine Development Commission but is distinctly a separate organization. The Bureau is privately financed. The Commission is part of and is financed by the State.
50,000 copies of this 100-page book "Invite the Nation" each year

The Bureau answers 71,000 vacation inquiries annually
How the Publicity Bureau Works

Working every day in the year for the convenience of the traveler and the prosperity of Maine citizens, the Publicity Bureau last year:

1. Issued 90,000 printed booklets.

2. Answered 71,007 letter, telegram and post card inquiries.

3. Distributed 275,000 pieces of literature including those of communities, hotels and camps. (Also distributed 100,000 pieces over the counter.)

4. Took care of 20,000 personal calls at the Bureau office and answered 15,000 telephone calls, largely for highway direction and other service information.

5. Issued 21,600 copies of monthly bulletins, checked cars during August, made and showed color movies in and outside Maine, distributed booklets abroad, handled requests from people who wanted to purchase homes, and "Invited and welcomed the Nation to Maine."

Thus YOUR Publicity Bureau sells Maine to the Nation efficiently and effectively. But each year Maine faces stiffer competition. We must put more effectiveness and more selling power into the Bureau's program. A "Greater Service Program" is required.
More signs are needed to direct visitors to Bureau offices

Trained travel counselors serve visitors more efficiently

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The Greater Service Program
Of The Maine Publicity Bureau

A broader, more aggressive statewide program is proposed for the Publicity Bureau. The aim is a wider field of activities and greater coordination—a united Maine working for the common good.

Your help is needed to develop and to finance this Greater Service Program. The following are outstanding features:

1. To establish more officially operated branch bureaus; to cooperate more fully with established bureaus; to train travel counsellors to serve more efficiently.

2. To place directional signs of a standardized design to direct tourists and vacationists to the Bureau and the branch bureaus.

3. To prepare folders, telling of Maine products and merchandise, to be used as “stuffers” in the outgoing mail of Maine business organizations and of the Publicity Bureau; and to serve and promote Maine industry in all its phases.

4. To send follow-up letters to the thousands who ask for printed material and information. Also to send later letters to the same people, inquiring if they had come to Maine and inviting them to come again.

5. To promote conventions in Maine during the spring and fall months; to boost more vigorously Maine’s sport facilities and to cooperate more actively with all agencies concerned with lengthening the tourist season and with the stimulation of increased travel.
What Maine Men Say about the Publicity Bureau

"I know of no other activity which is of greater value or brings as large a return to our people for every dollar spent as does the State of Maine Publicity Bureau."

—ROBERT BRAUN, Portland.

* "The people of the State of Maine and those from our neighboring states have unreserved confidence in any future program the State of Maine Publicity Bureau may embark upon and I am sure it will receive their whole-hearted support."

—J. FREDERIC BURNS, Houlton.

* "I feel that Maine's interests are better taken care of at the present time than any time in its history. You have my best wishes for your continued success."

—F. D. HILL, Bath.

* "I think the Bureau has in the past and will in the future do one of the jobs that will mean more to the State of Maine than any one of us can estimate."

—FRED D. JORDAN, Bangor.

* "Whereas the tourist business of the State is one of its large industries, your ceaseless and untiring efforts should be more fully recognized by the citizens of the State."

—H. M. LONG, South Portland.

* "I sincerely feel that you are rendering a very real service to the State and to its communities and your organization certainly deserves widespread support so that you may continue not only what you have started but may be enabled to enlarge upon this program."

—FREDERICK G. PAYNE, Augusta.

* "Let me highly commend the excellent work your Bureau has done for Maine."

—KENNETH ROBERTS, Kennebunkport.