Headquarters State of Maine Publicity Bureau where your travel troubles are ironed out

Presented at

THE THIRD ANNUAL MEETING

Falmouth Hotel  -  Portland, Maine

April 15, 1925
ANNUAL REPORT
of GENERAL SECRETARY
State of Maine Publicity Bureau

Presented at the Annual Meeting, held at the
Falmouth Hotel, Portland, Maine, April 15, 1925

Note: This report was written at the close of 1924. Some of the things herein
referred to are already taking shape through the working out of the State-wide Devel­
opment plans sponsored by Governor Brewster.

The State of Maine Publicity Bureau hereby presents a report of
its accomplishments over the three-year period of its existence,
with detailed report of its ramifications for the year 1924 and is
perfectly willing to leave its record with the people of Maine for their
approval or disapproval.

Considering the limited amount of money that it has had to spend,
its results are nothing short of phenomenal. It has established itself
as a worth while, going concern, with specific and definite accomplish­
ments shown. One reason for its success is because it picked out one
job to do — the bringing of more tourists to Maine — and it has stuck
to that particular job. While its plans at a later date call for a broad­
ening of its work to include the advertising of opportunities for indus­
trial and agricultural development in Maine, it has during the past
three years referred to the State Chamber of Commerce and Agricul­
tural League, the Industrial Department of the Transportation Lines,
the Associated Industries and to local civic bodies, many inquiries re­
ceived of an agricultural or industrial nature, including the buying and
selling of resort property.

PUBLICITY

The same general plan of advertising, so well carried out by our
Publicity Committee during 1922 and 1923, was followed in 1924.
Due to a readjustment of our financial affairs on the budget basis, the
size of advertising space used in newspapers was reduced one-half,
and fewer magazines were used than in previous years.

In spite of this curtailment very gratifying returns were obtained as
shown by the following comparative figures.

<table>
<thead>
<tr>
<th></th>
<th>Cost</th>
<th>Replies</th>
<th>Cost per Reply</th>
</tr>
</thead>
<tbody>
<tr>
<td>32 Papers Used</td>
<td>$11,827.92</td>
<td>5,018</td>
<td>$2.56</td>
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<tr>
<td>6 Magazines (Spring Fishing)</td>
<td>227.75</td>
<td>284</td>
<td>.80</td>
</tr>
<tr>
<td>Where-To-Go-Bureau</td>
<td>1,008.00</td>
<td>299</td>
<td>3.39</td>
</tr>
</tbody>
</table>
1924

28 Papers Used $ 4,843.32 3,061 $1.58
4 Magazines (Spring Fishing) 221.20 227 .97
Where-To-Go-Bureau (Not Used)

The advanced cost per reply in magazines was due to raise in advertising rates.

**COMPETITION**

We must not overlook the fact that Maine is up against very definite and sharp competition from other sections of the country.

While, to be sure, Maine has the very unusual combination of seashore, wooded islands, lakes, rivers and streams, no other state having all these in such abundance, other states have their special attractions also and are going after this tourist business because they too realize its value.

Maine has 2,468 miles of seashore, one-half the tidal mileage from Maine to Florida, with mountains whose base is washed by the sea, and Lafayette National Park, the only National Park on the seacoast; 1,200 wooded islands, the largest, Mt. Desert Island, having 60,000 acres; 2,465 lakes flowing into seven great river systems; 5,131 rivers and streams; mountains which cover one-third the area of the state with Katahdin a mile high.

I do not know that I can do better than to quote from the Annual Report of the Ten Thousand Lakes of Minnesota Association to show how other states are viewing this tourist situation.

That report reads:

. . . "It must be acknowledged and faced, first as well as last, that the tourist business is competitive, and that the visitors will not come to this section or any other in great numbers unless we go out after them and tell them what they will find within our state. Where we have been compelled to confine ourselves to the expenditure of a few thousand dollars, California, Florida, Colorado, and other sections have had hundreds of thousands — California having raised a fund of $5,000,000 to be expended at the rate of $1,000,000 a year. Individual cities in California and Florida have expended more money than the entire state of Minnesota." . . . .

The same words might be used by us, by merely changing "Minnesota" to "Maine."

To further illustrate this I will quote from a letter received by us last summer from the Cashier of the First National Bank of Easton, Penna. In speaking of our advertising, he writes under date of July 21, 1924:

"It is a natural reaction for contributors to enterprises such as yours to frequently question the wisdom of the movement. This is no doubt due to the impossibility of actually checking against results obtained. To my mind there is no question but that it pays. And just in proportion to the liberality in which the publicity is given, just
so will the results come. Folks in Maine need not imagine that we here in Pennsylvania and people in other states are going to take time to dig out the places of interest that their state holds when other states flood us with invitations to come to the appealing spots that they possess."

"There is one thing well known among advertisers, and that is, that only the constant and persistent efforts tell."

"One thing is certain, i.e., I shall part with my money with much greater ease and grace because I know at least some of the folks there care enough to try to inform their guests of the interesting places to visit and how to get there."

"I hope you may be successful in your efforts. I know they are worth while because I visited your office and was aided."

WHAT MEDIUMS TO USE

There are so many mediums for publicity that with a limited budget, it is a serious question to decide which to select. So far, we have not had sufficient funds to use other than newspapers and magazines.

Your Secretary has broadcast the story of Maine by Radio, through the courtesy of the Portland Radio Show officials, last spring and again this winter, and your Field Secretary also broadcast a spring fishing story from the Shepherd Stores, Boston, Mass., and the Medford Hillside, Mass., station last spring.

While we heard of the receipt of these messages in different sections of the country, they did not develop the mail inquiries about Maine which we anticipated, only five letters being received.

We hope to have additional funds this year to carry out a long anticipated plan of showing moving picture films all through Florida next winter, with a Bureau representative to give talks on and information about Maine's many attractions.

We would like to start a direct mail campaign, as a follow-up of the more than thirty thousand people who have written us the past three years, but more money must be raised to carry out these various plans.

APPRECIATION SHOWN

A change in sentiment and attitude of business men towards the work of this Bureau is manifesting itself. Because we have made real accomplishments and proved the need and value of such a Bureau, former indifference is giving way to interest which is being backed up by a renewal of many of the first three-year subscriptions that expired in 1924 and in many cases a substantial increase in the amount subscribed.

WHO ARE OUR SUBSCRIBERS?

The statement is often made that this Bureau is supported by and conducted for the benefit of hotels and garages. That statement is disproven by the fact that out of a total of 713 subscribers, 193 are hotels, camps and farms, and 15 are garages.

In the final analysis everyone benefits by the money left in the state by the tourist, as it is in turn paid out for wages, supplies, farm products, building material, equipment, taxes, roadbuilding, etc., etc. Every line of industry benefits. Think it over and see if it isn't so.
## Classification of Subscribers for 1924

<table>
<thead>
<tr>
<th>Category</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels</td>
<td>134</td>
</tr>
<tr>
<td>Camps and Farms</td>
<td>59</td>
</tr>
<tr>
<td>Banks</td>
<td>41</td>
</tr>
<tr>
<td>Groceries, Wholesale and Retail</td>
<td>27</td>
</tr>
<tr>
<td>Laundry</td>
<td>4</td>
</tr>
<tr>
<td>Insurance</td>
<td>7</td>
</tr>
<tr>
<td>Motor Companies</td>
<td>16</td>
</tr>
<tr>
<td>Garages</td>
<td>15</td>
</tr>
<tr>
<td>Newspapers</td>
<td>11</td>
</tr>
<tr>
<td>Restaurants, Tea Rooms, etc.</td>
<td>19</td>
</tr>
<tr>
<td>Chambers of Commerce and Towns</td>
<td>11</td>
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<tr>
<td>Real Estate Companies</td>
<td>11</td>
</tr>
<tr>
<td>Theatres</td>
<td>5</td>
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<tr>
<td>Coal and Wood Companies</td>
<td>5</td>
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<tr>
<td>Contractors</td>
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<td>Transportation Companies</td>
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<tr>
<td>Stores</td>
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<tr>
<td>Candy and Ice Cream Co.</td>
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<tr>
<td>Warehouses</td>
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<tr>
<td>Wholesale Companies</td>
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<tr>
<td>Manufacturing Companies and Mills</td>
<td>15</td>
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<tr>
<td>Drug Stores</td>
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<tr>
<td>Lumber Companies</td>
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<tr>
<td>Printing Companies</td>
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<td>Undertakers</td>
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<td>Public Utilities</td>
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<td>Advertising Agency</td>
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<td>Florists</td>
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<tr>
<td>Attorneys, Stocks and Bond Houses</td>
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<tr>
<td>Newstands</td>
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<td>Associations</td>
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<td>Bakers</td>
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</tr>
<tr>
<td>Telephone Companies</td>
<td>2</td>
</tr>
<tr>
<td>Individuals</td>
<td>105</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>713</strong></td>
</tr>
</tbody>
</table>

## Dollars That the Tourist Business Brings to Maine

From the best available figures it is estimated that 650,000 people spending in Maine an average of $90 each, came to Maine in 1924, which means a business of $67,500,000 in new money from outside the state, and all that those people took away was renewed health and a pleasant memory, leaving us those assets of our scenery, our seashore, our lakes and streams, our mountains, and our pure air and
water, to be sold over and over again year after year with no deprecia-

tion in value.

Again let me quote from the report of the Ten Thousand Lakes of

Minnesota Association, which applies equally as well to Maine. . .

“The possibilities of the tourist business are almost unlimited, the only

requisites being the effort and means expended to attract it. And here

again California and other places score. — The Los Angeles Daily

Times reports that through an expenditure of $1,074,000 in Publicity

by California that the winter and summer tourists it brought to Cali-

fornia spent $365,000,000. The papers of Vancouver, British Colum-
ia, state that during the months of June and July, tourists spent in

that city $5,000,000. Denver reports its return from its motor tourist

camp alone at $615,000, which takes no account of those who stayed

at hotels. These places not only have the means to use pages of such

publications as the Saturday Evening Post (costing approximately

$7,000 for one issue) and the Literary Digest, and other high cost

publications, but can even send out traveling representatives to visit

other tourist resorts and sections giving promise of business.

Surely the tourist trade is worth going after seriously — as a busi-

ness proposition.”

1923 APPROPRIATIONS OF OTHER COMMUNITIES AND

CHAMBERS OF COMMERCE FOR ADVERTISING

*Californians, Inc. ................................................................. $420,000
*All Year Club of So. Cal. .................................................. 339,000
*Los Angeles Chamber of Commerce ..................................... 50,000
*Long Beach Chamber of Commerce ..................................... 45,000
*San Diego-California Club .................................................. 125,000
*Sacramento Chamber of Commerce ...................................... 10,000
*Santa Cruz, Calif. ................................................................. 10,000
*Monterey Peninsula ........................................................... 10,000
*Santa Barbara Chamber of Commerce .................................. 25,000
*Pasadena, Calif., Chamber of Commerce ............................... 25,000
*Stanislaus County .............................................................. 15,000
Seattle Chamber of Commerce ............................................ 110,000
Portland, Oregon, State Chamber of Commerce ..................... 100,000
El Paso Gateway Club ......................................................... 150,000
Tucson Sunshine-Climate Club ............................................. 80,000
San Antonio Chamber of Commerce ...................................... 50,000
Salt River Valley Club .......................................................... 45,000
Longview, Washington ........................................................ 75,000
Tacoma Lumberman’s Club .................................................... 25,000
Vancouver, Victoria and Puget Sound Cities ............................ 75,000
Montana ................................................................. 10,000
Denver Tourist Bureau ......................................................... 25,000
Salt Lake Commercial Club .................................................. 75,000
Colorado Springs Chamber of Commerce ........................................ 20,000
Hawaii Tourist Bureau .................................................................. 50,000
Boulder, Colorado .......................................................................... 8,000
Island Empire, Inc. (Spokane) .......................................................... 10,000

*Total for California, $1,074,000.

California spends forty-one times as much as Maine. The Los Angeles Chamber of Commerce estimates that tourists spend $365,000,000 in California yearly—seventy times as much as is spent in Maine. Isn’t it worth while for Maine to step a little faster in this tourist business?

BETTER EGGS

A rooster by perseverance rolled an ostrich egg into the chicken yard. He called the hens and said:

“Now I’m not casting any insinuations or reproaching any of you hens, but I just want you to see what is being done in other places.”

WE SHOULD BELIEVE IN OURSELVES AND IN OUR STATE

We Maine people, in our smug complacency because the Pilgrim Fathers landed on the shores of Massachusetts some 300 years ago, have let other states take much of our tourist business from us.

The whole of New England, so far, has been too contented in her attitude—living on her investments and markets in remoter parts of the country—centering her interest on internal problems rather than watching the competitive developments in other parts of the country, so that a concerted attempt at self-exploitation has been viewed with a feeling closely approaching horror by our Puritan conscience.

There is one thing we can do and it doesn’t cost a nickel to do it: We can believe in ourselves and in our state, talk about it and give it a constant boost instead of a knock. We have been suffering from an inferior complex. We have lived so close to our state that we haven’t realized that Maine is the most beautiful state scenically in the world.

RAILROAD AND TOURIST BUSINESS

It is an admitted fact that many people now travel by automobile who formerly traveled by railroad or steamship. These transportation lines, however, are benefited by an increase of motor tourist travel, through added freight business because these tourists must be fed. Tourists buy quantities of summer and winter vacation clothing and footwear, oil, tires, toilet accessories, kodak supplies, souvenirs, confectionery, fruit and other articles too numerous to mention. Because of construction of hotels, camps, etc., to house these tourists, much building material is used.

As much of this is not produced in Maine, it must be brought in by freight. People are also coming to Maine from greater distances each season. Many travel by railroad and steamship lines and send their chauffeurs through with their cars for use after they reach this state.
Your Secretary desires to express his appreciation of the splendid cooperation through printed matter and personal service which he has had at all times from the various railroad and steamship lines. We feel especially grateful to the New York, New Haven & Hartford Railroad for printing in their time-tables full page illustrated stories of Maine.

**HOW TOURISTS TRAVEL**

Replies to questionnaires sent out by this Bureau to people who wrote us in 1923, show that of the 1,204 people heard from, 709 traveled by automobile, 369 by train and 126 by steamship. While this is undoubtedly a low percentage of automobile travel as against railroad and steamship travel, it does suggest that the commonly accepted comparison of 85% by automobile and 15% by transportation lines may not be correct.

**HOTEL GROWTH**

Questionnaires sent by this Bureau to hotel and camp owners show a steady growth in enlarged and better hotel accommodations.

One thing that must be guarded against is that we do not develop tourist travel to Maine faster than it can be taken care of.

Letters and questionnaires received from tourists who have visited Maine indicate that it is necessary for some of the Maine hotels to render better service to their guests. This subject is to be thoroughly gone into by the Maine Hotel Association.
Service is the keynote of success in any business — most of all in the hotel business. An act of service such as inquiring of departing guests if they have rooms reserved at their next stopping place, if they are thoroughly informed regarding route of travel, etc., creates a pleasant feeling, particularly if done after the bill has been paid. A single attempt to overcharge becomes magnified and works wide injury. We are pleased to record that we have received only a few such complaints but even those are to be regretted.

**BUREAU SERVICE TO THE PUBLIC**

In 1924 approximately 10,000 letters were answered and 20,000 people who made personal calls at the Bureau were given information. To these people we have given our booklets, folders, lists of hotels, camps and boarding places, maps and other printed matter. Every request has been given courteous and full attention, whether it was for information about the city, state or country. Many times the callers were so numerous that it was impossible to secure their registration.

The information we have given out was based on service to the visitors and truthful and unbiased information. We have been criticised by some of our subscribers, living in towns located on highways under construction, because we diverted travel to other routes, offering better temporary travel conditions. It is necessary that we continue to do this because the tourists, who are our customers, are our first consideration. We cannot and do not play favorites. Because of this principle, which we have consistently adhered to, we have on file a great many very complimentary letters.

**COMMENDATION AND CRITICISM**

New York, July 10th, 1924.

Director, Publicity Bureau, Portland, Maine.

Dear Sir:

I take this opportunity of advising you as to the splendid service rendered me by your Publicity Bureau when I recently visited Portland.

I have been wanting to go to Maine for a number of years to spend several weeks with my family, but only this year did I find it possible to get away, and I took a trip last month to several places in Maine that I had heard of as being suitable, but did not find exactly what I had wanted. I returned to Portland on my way back to New York and had about decided that I wouldn’t go farther, as my requirements were rather peculiar and I didn’t seem to be able to find a place that seemed to fit.

However, before returning, I happened into your Publicity Bureau and inquired about a boat to Bailey’s Island and happened to mention in passing as to my requirements. Your young ladies immediately seemed to take an unusual interest in trying to be of assistance to me — an interest that one doesn’t usually find these days in public service places. I found out, however, their interest in me was purely impersonal and was one that they rendered to others who might make use of their services. The way in which they gave me information as to various places in Maine, any one of which would have filled my bill, and yet their impartiality as to which in their estimation might be most suitable, gave me a decided impression that the Publicity Bureau was serving the stranger in a most complete and satisfactory way.

(Name on application)
We have occasionally been criticised because we gave misinformation regarding routes and travel conditions. Investigation proved that in most instances the information was obtained of some other Information Bureau and not of us.

By and large we are proud of our record and we are willing to stand on it. We are glad to have suggestive and constructive criticism. We welcome letters and 'phone calls of that nature. We particularly suggest that any apparent errors or omissions be taken up with us by 'phone or letter immediately, and not be allowed to wait until the season is over. We shall be glad to pay 'phone charges for such information.

SIDE LIGHTS

Phineas H. Gay of Newcastle, recently made the following statements to your General Secretary:

"A Maryland man said to me in Baltimore not long ago, 'You are from Maine where there are so many wonderful lakes; what wouldn't we give for just one lake and a small one at that.'"

"A St. Louis gentleman recently said to a friend of mine out there, 'Maine, yes my family was in Maine over two months last year and I was there three weeks or more myself. If we had Maine, we would make it the greatest State of them all; it has everything.'"

"A Pennsylvania manufacturer, who has a big farm that pays, upon being introduced to a Maine man two years ago, looked up and said, 'So you come from the State where timothy grows right up to the wagon tracks; where sweet corn is the finest on earth; apples unequalled in flavor; where potatoes surpass all others. I am a farmer and I believe you beat us all in climate and soil and moisture.'"

"A Texas gentleman, who has driven his car up to Lincoln County each year for five years said, 'You people in Maine don't know what you have got; it is a Paradise in nature's ways and yet you grumble. You have the best coast line with harbors everywhere, and rivers and ponds and streams and lakes of all sizes and shapes and full of food fishes, but best of all they furnish good water for stock and for power; you have green pastures and forests and over all a great and varied climate, BUT you act like you didn't know you had anything at all.'"

"A gentleman and his wife from the Middle South rested a few hours on our piazza last year. During the conversation they said, 'We came all the way up through in our car. We are bewildered with the abundance of Nature's beauty here in Maine wherever we turn and have seen nothing elsewhere that compares with it. We send to Maine each year for our seed for sweet corn and peas and potatoes and squash; we have Maine apples shipped down every fall; we get all our breeding stock for our poultry farm from Maine, because it is so much more vigorous and rugged; and we club together and have Maine clams and lobsters and scallops sent down and sometimes fish also. And when we get back we shall talk about Maine more than about any other State.'"
MOTOR TOURIST CAMPS

It must be recognized that the motor tourist camper has come to stay.

There are two classes of motor campers. One is made up of people of moderate or greater means who have a love for the outdoors and who may have boys and girls who are Boy Scouts and Camp Fire Girls. This is a desirable class to have. The other is made up of those whose only property is a broken down flivver, a few cooking utensils, a blanket or two, a tent and very little money. They are, strictly speaking, nomads, or modern gypsies, and move from place to place where they can find free camping, firewood and a convenient farm garden nearby. They do not intend to pay for anything if they can avoid it. This class is undesirable and a menace to health and property.

It is to exclude such undesirables that we advocate the abolishment of all free camping places. A nominal fee of fifty cents will keep them out. We, however, suggest a fee of not less than one dollar, for if that amount is charged it gives a fund large enough to pay for proper supervision and the providing of equipment which will insure comfort and sanitation.

Several cities and towns in other states which established free camping grounds now regret it and they are gradually abolishing them. Others have found it necessary to restrict the camping privilege to three or five days to guard against undesirables who would stay there all summer to escape taxation, rentals and other living costs.

Some states are buying necessary gasoline and food to take undesirables across the border and they are given so much time to make the journey. Let's see that we do not have to do likewise.

Established camping grounds properly conducted and where a proper fee is charged serve the useful purpose of keeping campers together, which prevents the indiscriminate building of fires with no one to see that they are put out, and has a tendency to prevent disfigurement of parks and trees.

The respectable and responsible motor camper is willing to pay and to consider the welfare of others. He appreciates orderliness, service, courtesies and convenience, especially good water and sanitary facilities. That class of people we want to come to Maine. The other class we do not want.

PUBLICITY COOPERATION

A great many photographs of Maine scenery have been furnished by us to metropolitan papers outside of Maine and these have been used in the Rotogravure section of Sunday Editions. We have also sent photographs to the “Saturday Evening Post,” sporting and other magazines for similar use.

We have written articles on Maine which with illustrations have been used by banks, automobile clubs, automobile and tire manu-
facturers in magazines which they publish. One of these magazines which published an illustrated article on Motoring in Maine, which we furnished them, has a monthly circulation of 265,000 copies among automobile owners. This has been done at no cost to the Bureau other than the cost of photographs.

We have had splendid cooperation by Chambers of Commerce, and commercial and amateur photographers, who have furnished us with beautiful pictures without charge.

This is high grade advertising worth thousands of dollars which could not be purchased at any price, as the articles and pictures appear in the news section where space is not for sale. We are under a debt of gratitude to these publications.

But even this work has been limited in its scope for lack of suitable and new photographs of human interest, showing people engaged in outing pleasures, as well as scenery which can always form a background. No better investment, if means were available, could be made than to engage a staff photographer to make just the kind of pictures needed and which will be acceptable to these various publications. Pictures tell a better story and tell it quicker than written words. This is an era of pictures and we should capitalize it.

We have also had splendid cooperation by our local Maine papers in the publishing of material furnished them on the work we are doing which has been of inestimable value in acquainting our Maine people with what we are trying to do. We are deeply grateful to the newspaper men of our state who have all along shown a wonderful spirit of cooperation and friendly regard for us.

NATIONALLY KNOWN WRITERS

During the past year, feature writers and well known authors have been attracted to Maine, which has resulted in a lot of free advertising for the state, of the very best kind.

We are under special obligations to Irvin Cobb for articles on the Allegash canoe trip; to Wallace Nutting, a nationally famous photographer, for his splendid book “Maine Beautiful,” which contains two hundred forty-four photographs of Maine scenery and many admirable pen sketches; to Mrs. Ethel Hueston for her “Coasting Down East,” a delightfully told tale of a motor trip along the Maine coast from Kittery to Quoddy Head, illustrated by charming sketches from the pencil of Edward C. Caswell; and to L. Whitney Elkins for his Coastal Maine, which treats of much of the early history of Maine, with illustrations that are typically Maine. Walter Emerson’s “Home Harbors” is a splendid addition to his other books on Maine, “The Latchstring” and “Where North Winds Blow.”

HIGHWAY SIGNS

The agitation to restrict and curtail the erection and use of advertising sign boards along our scenic highways is to be commended.
Many large concerns in other states are voluntarily removing their sign boards because a sentiment against them has developed. We hope for similar action in Maine. It seems to us that the creating of such a sentiment could be splendidly handled by various women's organizations.

We especially deplore the use of so many cheap looking home-made "Hot Dog," "Crab Meat Sandwich" and other similar signs which are becoming all too numerous along our main highways. If such signs must be used, at least they should be made attractive and not repellant. We have in mind one roadside camping place, displaying eleven signs, poorly hand lettered on discarded lumber and cardboard cartons — no two alike in character — a conglomerate, disgusting mess.

That is the very worst kind of advertising. It is usually found that the grade of management (or mismanagement) is in keeping with the signs displayed.

Something should be done to remove a growing danger to motorists from roadside stores which are located at the edge of highways and to patronize which cars stop and block the main highways. Such stores should be obliged by law to locate at a given distance back from the highways with suitable driveways to and from them to avoid possibility of accident.

We also deplore the tacking of gaudy cardboard signs, advertising dances, shows, and what not, to the fences and beautiful trees that border our highways. Direction signs are desirable, others are not.

**DIRECTION SIGNS**

Many callers at this Bureau last summer complained of the lack of proper direction signs in many parts of the state, particularly in towns off the main highways.

Many tourists now prefer to use the secondary roads to avoid the congestion on the paved highways. As many of these tourists will make purchases at village stores, it seems to us it would be a good investment for each town to provide attractive direction signs at intersecting highway points. If a continuous string of them could be erected, reaching to and from every town in the state, it would be a splendid advertisement for the entire state. Nothing is more depressing to the motoring stranger than to drive along a highway with no idea of where he is, how far it is to the next town, or the direction to follow to reach his destination.

Another suggestion made is that every town display a sign in the village square, showing the name of the village, as every one wants to know "What town is this?" Our suggestion is that a standard be erected in the village square and on the top a sign reading "Welcome to Summertown" (giving the name of the town) and below it direction signs, pointing to principal objective places with the miles distant.

Such signs indicate a desire to make it pleasant for the stranger and are a builder of good will. But don't let it rest with the erection of
the signs. Don't let's boast of our friendliness unless we intend to
demonstrate it by a friendly interest to properly direct people. Just
be really human — that's all there is to it. Don't put up the "Wel­
come" sign unless you really mean it.

PORTABLE SAWMILLS

The bordering forest growth which is one of the greatest charms of
our highways — a charm that has been many times commented on by
tourists who call at this Bureau — is fast being destroyed by the com­
mercial greed of man aided by the portable sawmill. Not that this
evil is more rampant in Maine — indeed I'm inclined to believe it is
less so, because of New England's reputation for good taste and con­
sideration of others; nevertheless it is a condition worthy of our full
consideration.

Early impressions are lasting ones and the scenery is the first thing
seen by the motorist as he rolls along our highways, provided it is not
obscured by monstrosities blatantly calling attention to the kind of
pill to take, the style of collar to wear, or the make of tire to buy.

Slashing our scenery with cross cut saws and leaving what was once
a grove of beautiful pine trees nothing but an ugly brown scar of
landscape, spotted with tree stumps and littered with slash (the tops
and limbs) and a pile of sawdust, is a condition to be deplored.

Quoting from a "Lewiston Journal" Editorial:

"What attracts summer visitors are passable roads, bordered by
beautiful trees; cultivated fields, pretty villages and farm houses;
glimpses of lakes, ponds and streams with towering hills in the dis­
tance; good hotels and inns. All these Maine has in great abundance.
Motorists do not come to Maine to read flaring bill-boards stuck up
along the road just where they shut off the finest views. They do not
come to ride through miles and miles of country from which every
stick of timber has been cut, leaving thousands of acres of stumps and
desolation."

Granted that the cutting of pine and spruce for building and hard
woods for fuel is along the lines of commercial activity, will not the
owners of the stumpage pause for a moment to consider that to spend
millions on good roads and thousands to advertise to bring the summer
tourists to Maine is a more or less economic waste which might be
saved if the trees bordering the highways are left to form a wind break
in winter, a joy of yellows and greens in spring and summer, and a
flame of color of autumn foliage, to gladden the eyes of our visitors
and hide unsightly, denuded nature beyond.

If a sentiment can be created which will persuade the farmer not to
rent the side of his barn, or space in his fields for signs to proclaim the
latest breakfast food as a direct competitor of the eggs, poultry and
other food products he is perhaps raising to sell, and to induce the
timber lot owner to leave a border of trees along the highway, through
a country made by the hand of nature as beautiful as any in the
world, much will have been done to create a feeling of friendship, inter­
est and welcome to the stranger within our midst.
DON'T GET STUNG

All kinds of schemes are being evolved to work the resort people and the business houses; to sell them maps, souvenir editions of newspapers, postcards, folders, guides, movie films or ads in all sorts of publications. Some of these have merit, but taken as a whole, such schemes have practically no advertising value, although enticing and backed by attractive “dummies” and plans.

In advertising, as in everything else, the whole proof of the pudding is in the eating. No merchant would think of advertising his goods and then have no clerks to sell them. The same thing applies to nearly every one of these advertising schemes; they have no outlet for circulation.

The usual argument put up is that “thousands of copies will be placed in the hands of Information Bureaus and Chambers of Commerce and that the advertiser will be given so many copies to mail out, etc., etc.”

What is the result? Because these things have been gotten up by people whose only interest is to make a clean-up for themselves, they contain no real value information. We throw away every year hundreds of so-called guide books which have been sent here for distribution because, although placed on our counters and given an equal chance with all other similar pieces of printed literature, no one wants them for the reason that while they may contain some few bits of information like time-tables, historical data, etc., the same information is found in legitimate publications which also contain a lot more information and are complete in themselves.

The money thrown away in Maine annually for this sort of alleged publicity amounts to many thousands of dollars — money absolutely wasted. This amount placed in proper, result-getting channels would accomplish something worth while.

An investigation made by us last summer revealed hundreds of copies of attractively gotten-up guide books on the closet shelves of insurance offices, banks, garages, and the store room of hotels, gathering dust and old age. A few hundred of these books had been handed out locally, a few mailed, and then distribution interest ceased, because those people were not in the advertising distributing business. Be sure you are not buying that kind of “advertising.”

The value of any advertising medium is in its circulation into the hands of interested people. Be sure you are buying that kind.

ENDORSEMENTS

We are frequently quoted as endorsing schemes we know nothing of or do not approve. The only endorsement this Bureau gives to any plan is by written letter, signed by the President or General Secretary.
EXPERIENCED PERSONNEL

We may perhaps be excused if we direct attention to the fact that the plan for the operation of the State of Maine Publicity Bureau is based on known experience.

The Publicity Committee is made up of men who have studied publicity and particularly tourist publicity all their lives, as has also the General Secretary. They have had the cooperation and advice of men who are nationally recognized as Publicity Experts.

No decision is made until its entire course from start to finish has been charted, checked up and approved. This perhaps is one reason why the Bureau has survived and succeeded. Its basic plan is sound.

This Bureau is always ready to consult with any resort or community in regard to the most effective plan of advertising, the preparation of booklets, and the best way of conducting publicity.

OUR FISH AND GAME

Camp and hotel proprietors should cooperate to the fullest extent with the State Fish and Game Department in the matter of non-resident licenses. The sale of these licenses should be as regular a part of camp and hotel management as registering a guest.

Whenever a person calls at the Bureau and asks about fishing or hunting he or she is asked if they have a non-resident license, and we sell a great many of them.

The more money the Fish and Game Department gets, the more work it can do in propagation and preservation of our fish and game.

Camp owners can do much to add to the enjoyment of guests by cutting trails through the woods and making them easy to find and easy to travel, and by keeping the brush cut out every year. Convenient resting places where a person may sit down in comfort should be provided.

Every effort should be made for the protection of our forests and to safeguard them from fire. Guests should be continually cautioned not to throw away lighted cigarettes or to knock the live heel of a pipe on to the dry ground. Guests who continue to disregard these cautions should be asked to leave the camps. Our great forests are too valuable to be destroyed. We are the custodians of the future — let us realize our responsibilities.

"PLAYGROUND OF THE NATION"

Many other parts of the country are using the title "The Playground of the Nation." In our opinion that title belongs to Maine, as it was first applied to Maine some thirty-five years ago by the late Payson Tucker who was then the General Manager of the Maine Central Railroad.
TOURISTS AS INVESTORS

That the tourist often becomes an investor and taxpayer is a matter of record on the books of the assessors of every county in Maine. The books of the state assessors in Augusta show that whereas the combined assessed valuation of real and personal estate of the residents of all the sixteen counties of Maine has in thirty years increased 88%, the increase of non-residents is 237%.

Mr. Norris A. Miller, Register of Deeds of Lincoln County, recently stated that in 1922 he recorded 1,503 instruments and collected fees of $800, and in 1924 he recorded 1,727 instruments and collected $1,088. “All of this increase in real estate transactions” he says, “has been in summer property. I have no doubt but what the next five years will see the real estate transfers in this county double in number and in a few years I expect to see land booms such as Southern California and Florida are enjoying. We have just scratched the surface of development in our state — watch Lincoln County during the next four years.” Other places could tell a similar story.

St. Petersburg, Florida, in 1923 raised $48,945 by taxation and $65,000 by private subscription. For 1925, her people raised $171,000 by taxation and $200,000 by private subscription. Advertising has increased the number of permanent residents in St. Petersburg over 500% since 1910. How much has Maine grown in population in that time?

SELLING BY MAIL

Due to the illness of your Field Secretary, who underwent a serious operation last spring, your General Secretary conducted a five letter educational campaign to tell 1,500 business concerns of Maine why this Bureau should be supported.

Although this was intended primarily merely to pave the way for the Field Secretary, these letters brought in gratifying returns in subscriptions sent in by mail as follows:

Three-year subscriptions for 1925, 1926, 1927, $3,700 per yr., $11,100
One-year subscriptions for 1924 only, 385 385

Total Cost, $590.20.

If the support of this Bureau can be sold by mail with such gratifying results, surely the State’s attractions can be sold by mail.

It has cost considerable in time and money to collect our subscriptions when due. This should be an unnecessary expense and can be made so if subscribers will remit promptly on receipt of bills.

If the people of Maine have sufficient faith in this Bureau to subscribe to its support, it would seem as if they should cooperate, by prompt payments, in keeping down its overhead costs and give us that much added money to be spent in advertising.
BRANCH BUREAUS

Through the courtesy of Proprietor Harry A. Chapman, we were given space in the office of the Bangor House, Bangor, for a Branch Bureau, which was operated through the period of July 20th to September 10th, 1924, serving as an adjunct to the regular bureau at the rooms of the Bangor Chamber of Commerce.

This Bangor Branch was in charge of Charles W. Rich, who reports that although at times he was so busy attending to callers that he could not keep complete records, he shows 3,900 people who were given information. The most of them came from automobiles so that it is safe to say that at least 11,900 people were served. 520 letters were answered and over 200 telephone calls and 6 telegrams were answered. A large amount of literature was distributed.

Our Branch Bureau at Houlton in the office of the “Times,” under direction of Charles H. Fogg, was operated during the summer season of 1924, as in the past.

ACCOMPLISHMENT FOR THREE-YEAR PERIOD

In 1922, 1923 and 1924, advertisements of Maine were placed in leading newspapers of principal cities east of the Mississippi River, south of St. Louis, west to Chicago, north to Toronto and Montreal.

Two hundred thousand pieces of our own literature and that of transportation lines, Chambers of Commerce, Boards of Trade and hotels have been distributed by us.

Approximately 30,000 letters received and answered.

60,000 people called at this Bureau during height of season, June 15th to September 15th, for information. Our visitors’ register for 1923 shows the signatures of people from every state in the Union except Idaho and New Mexico; and in 1924 every state except North Dakota; also from Alaska, New Brunswick, Ontario, Nova Scotia, Quebec, Tasmania, Bombay, India, France, Scotland, England and Australia.

In May, 1924, we sent questionnaires to 1,000 people who wrote us in 1923, asking if they came to Maine and other questions. 311 replies in full show an average of $90.58 spent by each person on their vacation in Maine. 121 stated they were coming to Maine in 1924, 190 going elsewhere. This shows necessity for continuous advertising. Of the people who were represented by these 311 groups, 709 traveled by automobile, 369 by railroad and 126 by steamship lines. These 1,194 people spent $108,159 in Maine. 585 of these people stayed at hotels 10,008 days; 332 stayed at camps 6,581 days; 163 stayed at farms 3,122 days; 114 camped out 1,883 days.

For period of June 1st to October 15th, 1924, 42,531 out-of-state cars, carrying 132,798 people, passed this Bureau in Longfellow Square. 20,971 people from these cars came into the Bureau. There was an average of 3 7/8 persons in each car, so that 53,057 people were thus served by us.
IN APPRECIATION

It is a pleasure for your Secretary to hereby acknowledge the great assistance rendered during the year by President Hiram W. Ricker and the members of the Executive Committee. Your President has visited many parts of the state to tell the people in various communities of the aims and purpose of this Bureau. He has also visited many sections of the country as far west as California, gathering at his own expense information on what other states and other organizations are doing, and speaking before Chambers of Commerce and similar organizations, to transportation company officials and others, of the beauties of Maine and her agricultural and industrial opportunities. Members of the Executive Committee have been loyal in their willingness to leave their business and attend committee meetings. They have given freely of their time and their money.

WHAT OTHERS ARE DOING

We are going to repeat a few figures for your consideration.

In comparison to the $28,000 per year spent by this Bureau in advertising Maine, similar organizations in California spent $1,074,000 for advertising. The city of Miami, Florida, alone spends $265,000 yearly. St. Petersburg, Florida, for 1925 raised $171,000 by taxation and $200,000 by private subscriptions for advertising. Ten Florida cities in 1923 spent $407,717. Florida’s bank deposits have increased 225% in five years. One man who went to Florida as a winter tourist, several years ago, has invested for himself and associates $15,000,000 in Florida property. His tax alone amounts to what it costs for all the advertising done by all of Florida.

Florida and California are competitors of Maine because government statistics show that only 10% of the people can afford to take more than one vacation a year. If they go to Florida or California in winter they won’t come to Maine in the summer. A recent issue of the “Saturday Evening Post” carried a full page advertisement, costing $7,000, of the All Year Club of California, inviting people to “Spend your next SUMMER Vacation in California.”
The city of Asheville, N. C., has recently appropriated $100,000 to be spent in advertising. The Ten Thousand Lakes of Minnesota Association, Wisconsin, Colorado, Utah, the Adirondack Association, the Catskill Mountain Association, the New Hampshire Hotel Association and other similar organizations are after this tourist business.

It behooves Maine to meet this competition. As compared with what others are spending, Maine's $26,000 yearly looks mighty small. Instead of making merely a pin prick, let's make a real dent.

It is confidently asserted by your President that if Maine will spend $100,000 a year for the next ten years, she can bring tourists into our state who will leave with us $100,000,000 every year. LET'S DO IT.

Respectfully submitted,

HARRIE B. COE,
General Secretary.
HUNDREDS OF PEOPLE WHO REPLIED TO OUR QUESTIONNAIRES, COMMENTED ON OUR SERVICE, CONDITIONS, FARMS, ETC. WE ARE PRINTING A FEW OF THEM, SELECTED AT RANDOM.

FROM DETROIT, MICHIGAN.
Please permit me to thank you for the courtesies which you extended to me last year and which were largely instrumental in persuading me to visit your excellent state.

FROM WASHINGTON, D. C.
I desire to express my appreciation of the effectiveness of your Bureau and of the very courteous treatment accorded to my communications of last year asking for information. We enjoyed to the utmost the visit to Maine, and hope some time later to make another and possibly a more extended visit. I congratulate you upon the excellent work you are doing in your Bureau of Publicity.

FROM TRENTON, N. J.
Information obtained through the Publicity Bureau made it possible for us to make out an itinerary which we followed with no trouble whatever. The booklets and maps were of great help to us in picking out Maine's choice spots along the coast.

FROM NEW YORK CITY, N. Y.
We received every courtesy and much valuable information at your office in Portland and hope we may have the privilege of availing ourselves of the same during our visit in July this year.

FROM ROCHESTER, N. Y.
I congratulate you on your Bureau. I received real service from your Portland office while there. I am going to spend more time in Maine in a year or two. I enjoy it very much.

FROM BROOKLYN, N. Y.
Very well satisfied — improve the roads — it will pay.

FROM MARLBORO, MASS.
No criticisms, your service is good. I was pleased with the information you sent me last year and made use of it and hope you will not forget me this year.

FROM ATLANTIC CITY, N. J.
Your service is very good, for this particular reason. I have spent twenty summers in Maine and it has been almost impossible to get any information regarding boat service and schedule, maps, or information about other Maine localities through any source whatever until the Publicity Bureau opened.

FROM MONONGAHELA, PENNA.
Hope to return to your fine state another year to spend more time there. Thank you for previous courtesies.

FROM NEW YORK CITY, N. Y.
Your ads in various magazines always most attractive. Convinced that Maine scenery is the most beautiful. We found all hotels excellent. Everyone courteous and only reason I don't go there every summer is because I'm merely a "poor working lady."

FROM BROOKLYN, N. Y.
You sent me map and marked the way for me which was a great help and added very much to the pleasure of our trip.

FROM HARTFORD, CONN.
As we were starting home, the three in family asked almost at the same time, "Can we come again next year?" Have written for rooms.
Maine

You’re just a rugged, homespun State
   Perched on a nation’s edge,
A stretch of woods, of fields and lakes,
   Of ocean-pounded ledge.
But rugged deeds and rugged men
   You’ve nurtured for your own;
Much food the world has harvested
   From broadcast seeds you’ve sown —
And so, we love you, rugged State,
   We love your smiling skies,
We love you for your deep-piled snows,
   Your jagged coast we prize.
We love you for the lofty seat
   You’ve reared ’neath heaven’s dome;
But best of all, we love you, Maine,
   Because you’re Maine — and Home.

— Lester Metcher Hart.