Maine, Summer 1966

Maine Department of Economic Development

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COVER PICTURE

Maine is a rapidly growing state in the area of scenic and challenging golf courses. The Department of Economic Development has this year published a brand new folder in four colors giving details and locations of Maine’s many beautiful golfing facilities.

The cover shows one of the excellent greens typical of those found throughout the state.

DON'T FORGET THE ZIP!

If you want to receive MAINE each quarter, (Summer, Fall, Winter and Spring) just drop us a card and say so, giving your name and address and ZIP number. New Postal regulations require use of the zip code number beginning January 1, 1967. So, don't forget the zip and we'll mail your free subscription regularly.
The colorful magazine which you hold in your hands represents a new milestone along the highway of Maine's progress.

This first issue of the quarterly publication, MAINE, is the successor to the monthly news bulletin, MAINE DEVELOPMENTS. As such it represents an improved avenue of communication between the Maine Department of Economic Development and the many who have an interest in the Pine Tree State. In its endeavor to inform and to entertain readers interested in the many phases of the State, MAINE will utilize the best techniques of the graphic arts, with four-color illustrations.

Economy will be practiced in the length of the articles.

Vacation travel, developments within industry and commerce, the creative arts, research and planning, the progress of Maine's geological survey and its mining industry will be reported succinctly and commented upon. The rich historical heritage of Maine will receive well deserved recognition, as will a variety of other subjects of general appeal.

Starting from this modest beginning, it is the goal of the editors and staff of MAINE to make it one of the most attractive and informative of periodicals published under State government sponsorship. It is their hope, and mine, that subsequent issues of this new publication will be looked forward to with pleasurable expectation. They, and I, will welcome the expressed reactions of readers and their suggestions for improvement.

This new venture is launched with the hope that it will prove to be useful in depicting what the State of Maine is and what it hopes to be. I for one, wish it long life in the service of Maine.

John H. Reed
Governor
You'll never fully comprehend the extent of Maine's vast water playground until you view the State from the air. There's water, water everywhere.

It's this rich endowment which enables Maine to offer an almost unlimited choice of fun on the water. And there's plenty of room for everyone. Despite the boom in water sports, Maine's waters have not become overcrowded.

Literally thousands of lakes, ponds and rivers invite enjoyment, while Maine's dramatic coast, measuring a prodigious 3500 miles (including bays, inlets and off-shore islands), provides just about every condition the saltwater man could wish for, regardless of the size or type of his craft.

As for bathing, the family can take its pick from scores of lake and ocean beaches.

Fishing? There are giant tuna to be caught with rod and reel, brook trout so beautiful it's almost a pity to take them and just about every other kind of fresh or saltwater fish that's fun to catch.

For those who would relive the glamorous days of the coastwise trade, schooners operating from Camden, Rockland and Boothbay Harbor offer the rare opportunity to become vacationer "crew members" for coastal and island windjammer cruises of a week or more.

These vessels are authentic coastal schooners, refurbished and refitted to accommodate passengers. A cruise upon one of these is an experience
Maine rivers are the only ones in the U.S. frequented by Atlantic salmon.

Perhaps you would like to hire a boat for an hour, a day or a season and be your own skipper, to come and go as you please? Name the type of boat you'd like — it's ready and waiting for you at one of the numerous marinas in Maine.

If you'd rather relax, allow someone else to assume the work and the responsibility, there are scores of regularly scheduled excursion cruises and rides on ferries and passenger vessels plying between the mainland and the off-shore islands.

Do you like to thrill to the sight of the little shingles with the big motors skipping over the water? Scores of outboard races are held in Maine every week during the summer.

Two unusual saltwater races attract thousands of viewers every year.

Revival of interest in the famous old Maine workboat, the Friendship Sloop, has resulted in an annual regatta sponsored by the Friendship Sloop Society in Muscongus Bay, off the shore of the Town of Friendship.

Another rare event is the Retired Skippers Race, featuring contestants 65 years old and older. The 15th annual event occurs August 21 this year, in Penobscot Bay off Castine. Spectators are invited to visit the Maine Maritime Academy's training ship, STATE OF MAINE, at the Academy dock during the occasion.

These two extraordinary saltwater events enable the Department of Economic Development to harvest a substantial crop of publicity for Maine in out-of-state newspapers and magazines.

An informative brochure, CRUISING MAINE WATERS, has been published by the Department of Economic Development with the assistance of the Department of Sea and Shore Fisheries. It is available from the Department of Economic Development for the asking.

What could be more peaceful than canoeing in Maine?
MAINE’S INDUSTRIAL PROSPECT

By Richard Hebert
Special Projects Representative, Department of Economic Development

New technologies and automation hold promise for Maine Industry. The "push button" mill of the Pinkham Lumber Co., Inc., Ashland.
In the last issue of MAINE DEVELOPMENTS we presented a Department of Economic Development analysis of the new industries and expansions of existing industries in Maine from Jan. 1, 1957, to May 10, 1966. This was done essentially to provide a picture of “where we have been” in industrial promotion activity since the Department began keeping such records, about ten years ago.

The picture revealed 223 new industries and 242 industrial plant expansions in Maine during the 1957 to mid-1966 period.

By categories, the top eight groups of acquisitions of new industries were: shoes and components 45; wood products 41; metal working 22; food processing 17; textiles 15; electronics 10 and boats 10.

Industry plant expansions for the top categories were: shoes and components 63; metal working 39; wood products 25; textiles 18; food processing 17; clothing 15; pulp and paper 10 and electronics 9.

The next logical step would seem to be an analysis of “where we are trending” in terms of categories of active prospects for new industries in Maine. It must be borne in mind that this list encompasses only those firms with which staff members of the DED Industrial Promotion Division are currently negotiating.

It does not include prospects with whom local or county industrial development representatives might be working and have not asked DED for assistance.

As of June 1, 1966, after weeding out a number of 1965 and early 1966 prospects which do not seem to be really “active” at this time, we have the following prospect totals by industry category:

Textiles 17; shoes 7; wood products 7; food processing 6; paper conversion 5; electronics 4; plastic 3; electrical 2; chemical 2; stitching 2; miscellaneous 6.

Although speculation as to the future trends of industrial development in Maine will vary according to individual opinions, the consensus of our industrial development staff might be summed up as follows:

The industrial make-up of Maine seems to be changing gradually. While the familiar categories of textiles, shoes, wood products, paper and food processing are being retained, a significant increase is evidenced in the electronics, plastics, chemicals and instrument groups. Even in the familiar old-time industrial lines the picture is changing, with new technologies being developed and increased employment of automation and programmed mechanical methods by Maine firms.

With the Maine Industrial Building Authority, now expanded; the new State Revenue Bonds Act for municipalities; SBA liberalization and all the various other State and Federal aids, industrial financing is certainly much easier than it was in Maine ten years ago.

Transportation undoubtedly will be less a problem during the next ten years as improvements are continued.

Natural resources and raw materials are still in excellent supply and will be for the foreseeable future. The growing world food shortage should be an impetus to increase Maine food processing and even basic agriculture. Mineral mining will be developed at a faster pace. The resources of the Gulf of Maine will come in for more attention and development. Population pressures to the south of Maine already are pointing the attention of more people to the State.

Maine seems to be at the beginning of a new era of general economic development that should be the greatest in the history of the State.
Summer’s fun time in Maine!

Take your choice of salt or fresh water bathing

On the wings of the wind

Broadway and Hollywood stars perform in Maine’s summer theaters

Sea breezes cool golfers

Fresh caught Maine lobsters — Yum!
Music, theatre, dance, painting, sculpture, architecture, literature, history and applied studies and pursuits — these artistic and cultural activities and their development in Maine are the responsibility of the newest of state agencies, the Commission on the Arts and the Humanities. The Commission, created by the Special Session of the 102nd Legislature, replaces the former Governor’s Council on the Arts and Culture of Maine which was established by Governor John H. Reed.

The forerunner Council was established for “the determination of the cultural assets of the State which need immediate attention and promotion and the studies of these and additional assets and resources which can be developed in the year ahead to the advantage of the people of the State and their visitors”.

The Council, meeting at least monthly after its initial meeting on March 29, 1965, came early to unanimous agreement that a permanent Commission should be established to stimulate public interest in cultural subjects and encourage and assist in freedom of artistic expression and make surveys of public and private institutions in Maine serving artistic and cultural needs including, but not limited to, the rather comprehensive list noted above.

The Commission may hold public and private hearings, enter into contracts, and otherwise expend funds for the furtherance of its programs. It may accept gifts, contributions and bequests of funds from individuals, foundations, corporations and other organizations and institutions to further its work. It is also designated as the official agency of the State in receiving and disbursing any funds made available by the Federal government for programs related to the purposes of the Commission.

Forty-nine states and four territories have created official arts agencies or councils. In Maine and in twenty-eight other states the agencies were created by the State Legislature. In Maine and in twenty-two other states the Legislature appropriated funds for the activities of the Commission. Our first appropriations are very modest, $1,000 in 1965-66 and $10,000 in 1966-67.

To encourage the states to establish and operate independent state arts agencies, the 89th Congress authorized $2.75 million annually for pro-
gram and study grants which will enable states to take a broad new look at their cultural needs and develop strong local and regional programs to fill them. Under the new National Foundation on the Arts and the Humanities official state arts agencies may receive a one-time, non-matching $25,000 grant to establish a state arts agency. The agency officially established and a program developed, it is then eligible to receive an annual $50,000 grant on a 50/50 matching basis for projects providing adequate programs, facilities, and services in the arts to all the people and communities in the state.

Maine will receive for the work of the new Commission the $25,000 Federal grant to enable it, with the modest State appropriation, to conduct a thorough examination of our cultural needs and to develop a program to fit them. The study will eventuate in proposals to the 103rd Legislature convening in January 1967.

The Commission is fortunate in securing as its Executive Director, Mr. Richard D. Collins, who is resigning as Manager of Arts and Sciences for the International Business Machines Corporation, to begin on July 1, 1966, his studies in Maine. Mr. Collins is a young man of demonstrated competence who has accepted the Commission's appointment because he believes that Maine offers great opportunity. His first duties will involve a survey or study, looking toward the development of a program of service. At least eight regional meetings will be held about the State in order that the views and interests of the people may be heard and discussed. Mr. Collins will be available also to meet with individuals and organizations whether they have general or specific interest in the arts.

The program to be developed may involve an expansion of the services of existing institutions to larger audiences, or it may result in the creation of new units within existing institutions to conduct modified programs, or it may lead to the creation of entirely new institutions. It may mean close cooperation with organizations interested in building increased awareness of the arts. It may lead to the use of ETV, the establishment of area arts festivals, new theatres, new orchestras, etc. The program will be sensitive to the needs of creative artists, to those who interpret the arts, and to the audiences who enjoy the arts. The program will be intended to provide a challenge for local or regional initiative— to stimulate creativity; not to regulate, supervise or control. Because funds will be limited, the Commission must choose to assist those activities which would promote the broadest public benefit. All the Commission's activities will be intended to identify, conserve, add to, and give greater exposure to Maine's outstanding cultural assets and there will be a need for the active, eager, enthusiastic assistance of a maximum number of people.

The new Commission may consist of not less than fifteen, nor more than twenty-one members, appointed by the Governor, and it begins with eighteen members as follows: Mrs. Jean Gannett Arnzen, Portland; Herschel L. Bricker, Orono; James M. Carpenter, Waterville; Gordon W. Clapp, Bangor; Lawrence S. Hall, Brunswick; Vincent A. Hartgen, Orono; Mrs. Peter A. Isaacson, Lewiston; Ellerton M. Jette, Sebec; Gene Klebe, Bristol; Arthur Bennet Lipkin, Portland; Francis S. Merritt, Deer Isle; F. Grant Mills, Skowhegan; William J. Mitchell, Turner; Leonard M. Nelson, Portland; John Pancoast, Portland; Mrs. Sidney W. Thaxter, Portland; Deane M. Woodward, Auburn and Chairman Edward Y. Blewett, Portland.
Never a dull moment!

There is good and sufficient reason why Maine is called "The Vacationland of the East," for during the summer months the Pine Tree State offers a profusion of activities to entertain the vacationer, whatever his interest may be.

Across the length and breadth of the State, agricultural fairs are held, where our visitors enjoy harness racing, amusement areas, and a close-up of farm animals, not to mention the prize displays of garden vegetables, home-canned and cooked comestibles, and fancy handiwork. A carnival atmosphere prevails, making it a fun time for young and old.

Other attractions which draw thousands of spectators and participants are events such as the Maine Seafoods Festival, Maine Broiler Festival and Potato Blossom Festival, to mention just a few. Featuring gay parades, interesting exhibits, beauty contests and other dramatic activities, these occasions have great appeal for summer visitors.

Not to be overlooked are such varied programs as art shows, auctions, "open-house" days, church fairs and suppers, dances, and outstanding plays at summer theatres, located in many sections of the State.

By-gone days can be recalled at the Seashore Trolley Museum or the Boothbay Railroad Museum, which offer rides on passenger vehicles which once were the mainstays of public transportation. And then there are several animal "farms," where patrons may see and feed Maine's creatures of the wild.

A Department of Economic Development event which draws increasing thousands at the height of the summer season is the Maine Products Show, to be held in Lewiston August 23-26 this year. Out of state visitors and natives alike are amazed at the scope and variety of products made in Maine. Meanwhile, Maine manufacturers reap harvests of orders as a result of personal interviews arranged for them by DED with Government procurement agencies and commercial buyers.
Many an immigrant was lured to early America with hopes of easy wealth. The streets of New York were paved with gold, free for the taking, so it was said.

Now, after more than a century, thousands are lured to Maine each summer with expectations of finding treasure.

No great fortunes have been discovered, to our knowledge, but there have been no complaints from those who pan for small bits of gold in Maine's clear, cold streams or rummage for semi-precious gems among the rubble of abandoned Maine mines and quarries.

Commercial mining activity in Maine is in the process of a mild boom, which will be discussed in a subsequent issue.

There's a vast difference between the vocation of prospecting and the sport of rockhounding, as the search by amateurs for collectable minerals is called. The rockhound seldom fails to pick up something worth taking home. He does not require costly equipment. And, above all, he has FUN. As a matter of fact, whole FAMILIES have fun, rockhounding together.

A word of warning, though, is due to anyone contemplating rockhounding in Maine. Destinies have been altered by just one gemstone collecting jaunt. Rockhounding is contagious and it can become chronic. Seeking nothing more than just a day of good, clean sport out in the exhilarating Maine air and sunshine, some poor souls have been saddled with a hobby to ride them the rest of their lives.

Some, even, have given up their jobs and become, of all things — lapidaries — cutting and polishing the gemstones they have collected or swapped, and setting them in salable jewelry.

Beryl, garnet, topaz and tourmaline are some of the gemstones found in Maine.

The Museum in the State House at Augusta contains a comprehensive display of Maine gemstones. Two or three national rockhounding magazines are published regularly and there are clubs and societies throughout the nation where rockhounds meet to boast and commiserate — just like fishermen.

MAINE MINERAL COLLECTING is packed with information about Maine gemstones, where they are located and how to go about finding them. The brochure may be obtained from the Department of Economic Development, its publisher.
Construction of a new $9,606,000 Husson College campus was started with ground breaking ceremonies. When President Chesley H. Husson became principal of the Maine School of Commerce, as it was known in 1926, the school had 42 students. Husson College now has an enrollment of 1100, with 5000 predicted for 1970.

Participating in the ground breaking ceremonies were, left to right, Governor John H. Reed, President Husson, U. S. Rep. William D. Hathaway and Maine Secretary of State Kenneth M. Curtis. (Bangor Daily News photo)

MAINE'S HERITAGE AND HORIZONS

The Maine State Commission on the Arts and the Humanities, Maine's newest State agency, is off to a fast start with compilation of an attractive booklet MAINE CULTURAL HERITAGE AND HORIZONS. Commission Chairman Edward Y. Blewett declares in the foreword: "... We hope it will help our neighbors and guests alike to enjoy the State of Maine the more."

Upon this statement MAINE, the State's newest magazine, comments: "Not only is it an aid to enjoyment, Dr. Blewett, it is a fillip to pride in 'Maine's rich cultural past and hopeful future'."

In its 29 pages the booklet described some 59 activities in Art, History, Lectures, Music and the Theatre throughout Maine to which "neighbors and guests alike are invited during the 1966 Summer season."

The History section contains these interesting and prideful observations:

"Distinguished as the site of the first attempted English settlement north of Virginia in 1607, Maine's historical heritage is manifest in art, architecture, literature, museum collections, significant military and industrial sites, early churches and cemeteries."

"In Maine, at the Alfred Courthouse are the oldest records in the United States, dating from 1635. The Maine historical Society (1833) at Portland is nationally known for its reference library on Maine and New England History."

"Besides town histories and records, publications on special areas and facets of Maine history continue apace. The State government and over 70 historical societies are engaged in preservation and restoration programs. The Legislature has approved a $4,800,000 bond issue for a State Archives — Museum — Library at the Capital."

PRODIGAL'S RETURN

Robert G. Ransone of Gorham was welcomed back to the fold as an Industrial Representative in the DED Industrial Promotion Division, after a four-month sojourn in industrial management.

As a DED industrial representative Ransone was instrumental in the Strafford Co. taking over the closed Robinson Manufacturing Company mill at Kezar Falls last spring.

He also played a key role in the Lisbon Weaving Co. moving into the closed Worombo Mill at Lisbon Falls.

In resigning from the Strafford Co., where he was general manager since last September, Ransone said, "conditions at the mill are in excellent shape, with a backlog of orders, and things look promising to the owners, but I desired to return to industrial development work as a permanent career."

MAINE ENDORSES LBJ POLICY

MAINE heartily endorses the President's program to induce tourists to travel in the U.S.A. rather than abroad — to alleviate the drain on the nation's gold reserve.

It's a shame to hand out American gold to them furiners when there are so many wondrous things to see and do right here in Maine. And at less cost, too.

FAITH CONFIRMED

Hope and faith, competently activated, are what progress is made of.

There can be no question of the competence of the management and directorship of the Maine Central Railroad. The fact that they've placed $15,000,000 in capital investment on the line during the past six years strengthens the faith of those of us who have high hopes for the future of Maine.

Scheduled for delivery in late '66 and early 1967 are eight new diesel locomotives and 200 new 50-foot box cars, costing $5,000,000. The Maine Central also has leased for immediate use 200 box cars to haul Maine's burgeoning output.

THE CASE OF THE CASTAWAY CANS

Can the nuisance of unsightly castaway cans be eliminated from our roadsides?

Calais proved that it can be.

The Local Lions Club posted a reward for empty beer cans collected from roadsides and picnic areas. Children brought them in by the bushel basketful. Whether they were new, old, crumpled, crushed or rusted made no difference. Each was paid for at the rate of a penny apiece.

It cost the Lions $500, but roadside litter in this Washington County town was reduced by 50,000 empty beer cans.

ROYAL WELCOME

Maine's fairest spread a royal carpet to welcome the vanguard of vacation travelers to Maine in June. Five agricultural queens, a princess, a goddess and Miss Maine
herself, Ellen Fowler of Old Orchard Beach, presented brochures, saltwater taffy and lobster pins and invited the early guests of Maine to attend their various festivals.

The royal welcomes occurred at the Maine Publicity Bureau's Kittery office; Old Orchard Beach and Sebago Lake.

Sponsoring agencies included the Departments of Economic Development, Agriculture, Sea and Shore Fisheries; Maine Publicity Bureau, Maine Pomological Society, Maine Maple Producers Assn., Maine Potato Blossom Festival, Rockland Seafoods Festival, Broiler Festival Committee, Maine Milk Producers Association, Union Fair Blueberry Festival.

"The readiness of Maine state agencies, organizations and individuals to cooperate in promotion is a plus factor in the State's burgeoning vacation travel industry," DED Commissioner Standish K. Bachman commented.

PASS THE WORD ALONG

This quarterly publication comes to you free of charge to acquaint you with Maine and some of the events that are going on, its culture, history and progress.

We hope you will enjoy it and that when you have finished with it, send it always to a friend or relative out of State for their pleasure and information.

We'd like as many people as possible to know more about Maine and what a wonderful state it is.

Go-Go Signs

SANFORD — "Sanford has indeed come a long way back after its economic disaster of about 12 years ago. The community now has, in truth, a healthier economy than it ever had in the old days, with its present diversified industries." THE SANFORD TRIBUNE

CALAIS — Elated with its trial program to train 66 women in the trade of shirtmaking here, the Carl Hathaway Co., Waterville, has announced plans to build a shirt factory to employ 350 in this Washington County town.

NORTH BERWICK — The Simplex Wire & Cable Co. of Cambridge, Mass., is building a $6 million plant here, with limited production to begin late this year.

SACO — The president of Maremont Corp. declared that its subsidiary here, Saco-Lowell, will increase sales 42 per cent this year, to $17 million. Maremont's sales for the first quarter of 1966 were $35,123,000 — 11 per cent over the same period last year.

JAY — International Paper Company sales for the first quarter of 1966 rose to $352,422,163, an increase of $40 million over the similar 1965 period. The company operates paper mills in several localities including the new Androscoggin Mill here.

HOULTON — A small pilot plant to produce components for Smith & Wesson, Inc., has opened here. It's the first to be operated outside Springfield, Mass., home of the internationally famous handgun manufacturer. Expansion is anticipated by Aubrey A. McLaughlin, Houlton Regional Development Corp. executive director.

ORRINGTON — Preliminary work for construction of the International Minerals & Chemical Corporation's multimillion dollar chemical plant has begun here. Capacity will be 120,000 tons of chlorine, caustic soda and bleach per year, primarily for New England pulp and paper mills.

SANFORD — Sprague Electric Company has announced its second plant expansion in four months. The electronics manufacturing company's 30,000 additional square feet of manufacturing space is expected to double employment, from 300 to 600.

SACO — The Saco-Lowell Division of Maremont Corp. has received its fourth large Government contract for weapons production since last October, a $1,471,922 order for 3320 M-60 machine guns and tripods. Employment at the Saco plant has climbed from about 300 in 1958 to 1400 — and the company has job openings for metal workers and others.

RAYMOND — Expansion of production space by about 10,000 square feet will mean new jobs for from 75 to 100 people, Robert C. House, Dielectric Products Engineering Co. president, announced. The company presently employs 125 to 150 in the manufacture of electric products here.

NORWAY — Plans were announced for expansion of the National Radio Corp. plant here from its present 8000 to 20,000 square feet, with an expected work force of 150 by June, 1967.

GARDINER — This city has been awarded the "Keep Maine Scenic" trophy for its efforts in 1965. In making the award, a Keep Maine Scenic Committee spokesman said that the Kennebec County city's work in eliminating automobile blight and unsightly road conditions was "one of the finest examples of community cooperation since the beginning of this program in 1962."

AUBURN — The Pioneer Plastics Corp. received the annual "outstanding employer of the handicapped" award from the Maine Department of the American Legion.

PORTLAND — The Portland Symphony Orchestra has a new manager and fund coordinator, Andrew C. Holmes, a Massachusetts educator who formerly lived in Yarmouth, Maine. In announcing the appointment Jeremiah D. Newbury, symphony board president, said, "We believe we have not only improved the potential of the orchestra, but have been the means of returning to Maine a person of great ability, integrity and civic drive."

RUMFORD — The largest book paper plant under one roof in the world is adding a $2.8 million wood room to its production facilities here. The Oxford Paper Company announced that its new addition will be in operation late next year. The present Rumford plant covers 30 acres, employs 2800, with an annual payroll of more than $20 million.

BIDDEFORD — News of another probable tenant for Biddeford's new industrial park broke with announcement of intent to locate by the Meta Chemical Co., Inc., Chicago, processor of metallurgical and chemical products. The new plant with equipment was estimated to cost approximately $1.5 million, employ 50 people, be in full operation in 1969. The firm's executive vice president, John O. Levinson, credited efforts of the Department of Economic Development and the Biddeford Economic Improvement Commission with the company's decision to locate in Maine.
A world of good awaits you in Maine
where suddenly there's time, and room, and reason...

Time to simply stand and gaze at the sky, to scan the sea — looking for nothing, but seeing all. There's room to be by yourself, to run where the coolness of the lake laps the shore and then stroll with only the warmth of the sand on your feet.

There's room to reach out with your eyes and your arms and your mind.

And there's reason, all the reason in the world, to talk to a tree — to ask the tall silent Pine “How many mornings, how many years, have you stood there welcoming first the sun and then finally the snow?”


The sun dances on the lake as waves gently slap the wharf. A water bug darts in the reeds. A breeze stirs. The auctioneer's hammer shouts "Bang, sold!" The audience hushes as "Broadway" performs in a barn.

Antiques, history, mountains, museums, a lighthouse that has stood since Washington's day — a trickle that starts in the virgin wilderness and grows rushing white water as it wends its way to meet the pounding surf of the sea.

This is Maine — a world of good that awaits you. Start planning now. Then, come summer — Come to Maine.

The attached Maine Vacation Planner suggests some of the many things to see and do in Maine. For a complete 32-page Maine Vacation Guide and an official highway map send your name and address plus 25¢ in coin to: Maine Vacation Guide, 1390 Gateway Circle, Portland, Maine.

Come to Maine