Maine Developments, February 1962

Maine Department of Economic Development

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FROM BUGS TO BEASTS

People want to know the darndest things. And there are days when it seems as if they all come to DED for the answers.

One day's recent mail contained a postal card from a gentleman in Long Island (New York, that is) requesting, "Tell me as close as possible how many caribou inhabit your state, both barren ground caribou and woodland caribou. And if it is at all possible the mean average weight of these animals?"

A letter from the curator of a Massachusetts museum wanting help in mapping an itinerary for an insect hunting expedition in Maine next summer and the following letter, addressed to "Government Officials, State House, Augusta, Maine":

"Dear Sirs:

"I have always wanted a horse. I have wanted a horse since I was 2 years old. I am now 10 years old. Every chance I get I go to a stable to ride. I love it.

"Mione Jay Bartlett
92 Allen Street
Bangor, Maine"

"P.S. Do you know anyone who has a horse that they don't want?"

Well!

We were able to take the caribou and the bugs in stride, but the request for a horse touched us deeply in that we were unable to be of immediate assistance.

Is there anyone in the audience who has a horse that he doesn't want? If so, he can make Mione very happy. And somehow, we feel certain that the horse will be happy, too.

EMPLOYEES BENEFIT

The 354 employees of Hartland Tanning Company, in Hartland, received $110,000 as their initial 1962 profit sharing payment based on 1961 earnings; in time for 1961 Christmas shopping. Hartland Tanning, a subsidiary of the Irving Tanning Company of Boston, has operated in Hartland for 25 years.

Since 1954, when the profit sharing program started, Hartland Tanning employees have received a total of $850,000 as their 50 per cent share of total gross profits before Federal taxes. Meanwhile, 140 employees of Pine Tree Company of Howland, a more recent Irving affiliate, have received a total of $33,625 in three semi-annual payments.

Meyer Kerstein, president of the companies, told his employees "You have a right to be as proud as I am of the successful operation of Hartland Tanning over the past 25 years. We have grown, raised our already high standards of quality, continually increased our production and all at a time when our industry has been faced with many obstacles."

Maine received the Annual Award for 1961 bestowed by the Society of Industrial Realtors to the state having the most effective industrial development program. With but one exception that has come to my attention, Maine newspapers which chose to editorialize upon the award appeared to understand and to appreciate the honor.

The single exception chose to belittle the award, and its donor, and the State of Maine, which accepted it.

The attitude of belittling Maine and everything in it and everything it tries to do is one of the major deterrents to economic progress, and was so recognized and stated by the team of experts who reported on their study of the Maine economy for the Armour Research Foundation.

I do hope that the Society of Industrial Realtors, the Board of Judges which chose Maine above other competitors to receive the award, comprising representatives of the WALL STREET JOURNAL, BUSINESS WEEK and similar national publications; U.S. Secretary of Commerce Luther H. Hodges, who made the presentation, and members of the Maine Congressional delegation and other distinguished guests who attended the presentation ceremonies in Washington will not judge our State and its people by this single, belittling voice of editorial discord.

PROPER EVALUATION

If we must peer into the mouth of this particular gift horse, then let us make the examination with unjudged, unprefused eyes which are capable of recognizing and appreciating the value of the publicity Maine has received throughout the length and breadth of this country and Canada, as a result of the award.

This award gave us the largest amount of favorable publicity in a nation's business press that we ever had, or hoped for, and produced more industrial inquiry about the State of Maine than we could have obtained from thousands of dollars in advertising and, coupled with the advertising programs that are in the works, will produce more.

Quite the opposite from "putting the award in a closet and forgetting about it," as one belittler suggested, I intend to utilize every last ounce of value there is in it — not to belittle Maine — but to use it as one more tool to build our economy.

**Governor's Acceptance**

(Text of Governor Reed's SIR Award Acceptance Speech, Washington, D.C., January 19, 1962.)

Probably there is not a Governor among the fifty states or a Premier in all of Canada who would not wish to stand where I stand at this moment.

I have just accepted, on behalf of my State of Maine, the highest award that can be bestowed upon a state or province in recognition of the effectiveness of its industrial development program — the second annual award of its kind to be made by the Society of Industrial Realtors.

Last year I had the honor and pleasure, as Governor of the State which placed second, to present the award for the year 1960 to the distinguished Governor of North Carolina, Terry Sanford.

This year, I have an even greater honor and, I assure you, greater pleasure in accepting this award for my State from the distinguished Secretary of Commerce, former Governor Luther H. Hodges of North Carolina. It was under Governor Hodges' leadership that North Carolina made the great strides which led to the 1960 award and it is fitting that he should have been chosen to fill a vital office in the national administration.

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GOVERNOR'S (from Page 1)

I know that Governor Sanford is carrying forward North Carolina's development program in a manner which points toward the future. The Governor, in his recent address, referred to the importance of this work and the fact that the United States and the Western Hemisphere are extending the boundaries of trade and commerce. I agree with him that this is a vital part of our national policy.

The future belongs to those who prepare for it today. The President of the United States, with several members of his Cabinet, visited North Carolina and discussed the potentialities of this state. It is my belief that the President, as he departs, will be grateful for the opportunity to confer with him and the Governor.

Considering the national needs, it is my belief that the Governor should be given the opportunity to attend the meeting of the National Governors Association in New York City. This meeting is scheduled for next month and it will provide an excellent opportunity for the Governor to discuss the problems of the nation and the state with leading officials from other states.

AWARENESS OF NEEDS

We in North Carolina are concerned about the magnitude of the economic development problem. The Governor has stated that the state must continue to prepare for the future. This is a commendable goal and one that we all support.

The Governor has called for a comprehensive survey of economic development needs. This survey should be based on a careful analysis of the state's resources and potentialities. It is my belief that the Governor should be given the authority to undertake this survey and to develop a comprehensive plan for economic development.

The Governor has stated that the state must work to improve its image. This is a vital part of the economic development program. It is my belief that the Governor should be given the authority to develop and implement a comprehensive program of public relations.

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BLACK MAGIC

"Maine's Michael Angelo" has produced another creation, which enables you to watch two varying hares change coats from summer brown to winter white, while snow carpets the bare earth and green foliage, right before your eyes. It's an eerie spectacle.

It's Klir Beck's latest contribution to the Maine State Museum in the State House, of which he is curator.

The diorama is about two feet deep and four feet wide, and is viewed through a glass window. The viewer flips a switch to activate the display. The cycle from summer to winter and back to summer again occupies 90 seconds. The animals are stuffed, the background is a Beck painting.

How is it done?

"I made it especially for children," Beck explains. "Some of them think that the brown rabbits they see in the summer are a different breed of cats from the white rabbits they see in the winter. But this isn't so. In fact they aren't rabbits at all. They're varying hares, and they change the color of their coats with the seasons. . . .

Yes, but how do you make stuffed rabbits change coats. . . . change coats, and the snow come and go, right before your eyes?

"With a black mirror," replied Klir Beck with the air of a man who has explained everything.

WORLD'S FAIR

Maine will have its day at the Seattle World's Fair in Washington State next October. Governor Albert D. Rossellini will extend an official invitation to the representatives from Maine, the State Flag will be raised, a Maine State plaque will be unveiled and there'll be a State of Maine luncheon and we don't know what all yet.

A BEAUTIFUL FRIENDSHIP

Probably it won't be apparent on the screen, but the nation's TV viewers will be seeing a film that led to a beautiful friendship, come March 29. This is the date scheduled for telecasting a one-hour documentary color film of people and places along U. S. Route One, to be produced by the representatives from Maine, the State Flag will be raised, a Maine State plaque will be unveiled and there'll be a State of Maine luncheon and we don't know what all yet.

The beautiful friendship developed between the people of the St. John Valley and Calais and the star, Van Helfin, and the crew which filmed that area of the documentary during December and January.

DED's publicity representative Roger Woodcock, who helped with arrangements and took some publicity pictures on the scene, said that he never saw out-of-staters so deeply--and favorably impressed by the Friendliness of Maine people as were Helfin, Lou Englund, producers of the documentary, and others of the crew.

Hazam exclaimed in amazement: "These people don't take—they give!" This is a new experience for us.

This was a result of several days of shooting, during which the people of the region showed unusual cooperation.

The natives were just as much pleased by the visitors as the film people were with them. They provided a real Maine-style game supper and a square dance in the historic old Fort Kent Blockhouse, and presented Hazam with an honorary citizen's dip certificate.

FUR FOR FEATHERS

There's a movement afoot to swap 500 Maine ruffed grouse, commonly known as partridge, for ten Canadian caribou.

The Millinocket Chamber of Commerce and the Kiwanis Club of Katahdin are all for it. Both have adopted resolutions urging "the Governor of the State of Maine, the Maine Department of Inland Fisheries and Game, the Department of Economic Development and all Fish and Game Clubs, to give every assistance to make this project become a reality."

Among the benefits listed in the joint resolution are: "... provide the State of Maine with an exclusive attraction to offer its sight-seeing visitors and vacationists on the mainland of the United States and the economy of the State of Maine would be favorably influenced as a result."

It is understood that the Department of Inland Fisheries and Game has made arrangements for a biologist to come from Newfamiland, perhaps in spring to determine whether the Mount Katahdin region contains enough winter feed to support the animals.

Signs of The Times

Along Maine highways this summer you are likely to see attractive new signs in black, red, white and blue, put there to inform tourists in out-state that they are following "Heritage Trail" to Maine historical sites and vacation areas, with their wonderful things to see and do.

They are white signs that Maine is continuing to go along with the idea of state cooperation to develop New England as a region. And there are other signs, which will be shown in a picture which will appear in a later issue.

Heritage Trail was proposed by the New England Hotel Association, as a publicized highway trail through the six New England states to attract visitors to New England and to show them the best we have to offer in a planned way. The trail embraces more than 1,000 historical, cultural, recreational and scenic sites.

Cooperators include each of the New England States, the New England Council, American Automobile Association, Automobile Legal Association and the Petroleum Institute. Something like two million brochures will be distributed by service stations in Eastern U.S.A. and to automobile club members all over the country.

SHANGHAI

Bob Elliot, DED's Recreation Division director, wanted to make certain that the official travel map would indicate that there is something more to Maine than just the attractions along part of U.S. Route One, attractive as these may be. Bernard M. Johnstone, manager of the Maine Publicity Bureau, felt the same way. The two shanghaied a couple of the leaders in the Heritage Trail movement last summer and in a week of travel by automobile and Fish and Game plane (another example of the cooperation between DED and that Department) showed them things about Maine they'd never dreamed of.

As a result Aroostook, Washington and all of the other counties will be included in the nation-wide promotion.

To get the ball rolling last summer Elliot had a special writer, Mrs. Marion Whooley, make a quick swing through the state. Her series of travel stories about the other 24 or 25 counties have been seen on the peninsulas, in Washington County, in potato land and in the lake and mountain areas was sent to a list of 250 travel and resort editors from coast to coast, and they are asking for more, this year.

NEW ENGLAND TEAMS UP

Another cooperative promotion in the works is a New England Vacation Center in Cleveland, Ohio, which will open this spring, according to plans, and will cost an estimated $19,000 per year, to be paid for by the six New England States. Maine's share will be about $5,000.

Maine has declined to enter into similar cooperative travel offices in the past on the grounds that we could do better for ourselves by running our own show. We were the first New England State to open a travel bureau in New York City and we did not abandon it to go in with some of the other states of the region when they opened a bureau there in conjunction with the New England Council and the New England Hotel Association.

Elliot's thinking is that Maine, in its prime tourist season, has developed its own image, and it's best to do it our own way. The same is true of Montreal, where Vermont and New Hampshire have a cooperative bureau while we maintain our own, in the Queen Elizabeth Hotel.

CLEVELAND'S DIFFERENT

Cleveland is something else again. Elliot has found out through the sportsmen's shows he has attended throughout the years, that when you get a large vacation travelling you think of New England as a region, not in terms of individual states.

Cleveland is in a high income area, where vacation travel is so popular that even the government maintains a tourist consult service. Many Cleveland-ites vacation in Maine, anyway, and Elliot feels confident that Maine will get its $5,000 back, and a little more besides.

Another regional promotion to which Maine will contribute cash and enthusiasm is the New England section of the World's Fair to be held in New York City in 1964-65. Maine has declined to enter into similar cooperative travel offices in the past on the grounds that we could do better for ourselves by running our own show. We were the first New England State to open a travel bureau in New York City and we did not abandon it to go in with some of the other states of the region when they opened a bureau there in conjunction with the New England Council and the New England Hotel Association.

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ARIZONA'S GAIN

The world's full of Maine natives who have migrated to become bosses in far away places. Along this line, we've just learned that William E. Whooley, Rumford native, has become National Advertising Manager for a new publication, the Arizona Journal, to be published daily in Phoenix, with a 50,000 guaranteed circulation.

Well known in Maine, Whooley once wove a newspaper web of his own, the Record and director of advertising for special promotions for Gannett Publications. We hereby congratulate both Bill Whooley and the Arizona Journal, and wish them well.

NATURE NOTE

The chipmunk is an agreeable beast, When it comes to peanut brittle. Well done or rare, So long as it's there, He cares not a jot nor title.