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Maine Developments, March 1962

Maine Department of Economic Development

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THOSE LUCKY PEOPLE

Lucky people all over the United States will have the pleasure of seeing what the State of Maine really looks like Thursday evening, March 29, when 180 NBC-TV network stations telecast an hour-long documentary: “U. S. #1; American Profile.”

These same people, if they have a mind to, can view historical, industrial and cultural scenes in 13 other less interesting states through which U.S. Highway #1 hurries on its route from Fort Kent, Maine to Key West, Florida. Maine Stations WCHS-TV, Portland; WLEZ-TV, Bangor and WAGM-TV, Presque Isle will carry the production from 7:30-8:30 p.m.

The opening sequences were filmed in Maine, to insure viewer interest from the very start. The beginning of the highway at Fort Kent is seen as movie star Van Heflin, host and narrator, leads his viewers across the International Bridge from Canada and down Main Street in the Maine town. Highway sequences along the St. John River follow. There’s a deer hunt in Washington County, a lobster fishing sequence at Rockland and scenes in Camden, Boothbay Harbor, Brunswick, Kennebunk and other Maine locations.

Maybe you noticed a picture on this page wherein two individuals have bared their teeth and removed their mittens long enough to clasp hands in front of a DED tourist promotional sign attached to a telephone pole beneath a “Maine U.S. #1” highway sign.

These individuals are not advertising a dentifrice.

The character in the arctic burnoose is Mr. Roger Woodcock, DED staffer who aided in the filming. The handsome gentleman is Van Heflin.

What DED Does

In reply to the often asked question, “What does DED do?” we are printing a summary report of the Department’s activities for the week ending February 10, 1962.

This period was selected as a typical week. The summary does not include routine activities such as providing information and counsel by letter and telephone and one negotiation, presently in the confidential stage, have been omitted.

Nineteen members of the five divisions worked an average in excess of five over-time hours each, without compensation in money or compensatory time off. Automobile mileage by personnel within the state totalled 1139 miles. Out of state travel, commonly is by public conveyance.

RESEARCH & PLANNING:
(Sulo J. Tani, Director)
Attended planning board meetings in Biddeford and Sanford. Urban renewal meeting in Hallowell, Knox County regional meeting in Rockland, York County ARA full committee meeting.

INDUSTRIAL DEVELOPMENT:
(James R. Pelletier, Director)
Mr. Jordan met with beef raisers in southwestern Maine; worked with Maine Blueberry Growers Association on plant consolidation; met with Maine Vegetable Growers Association; arranged with prospect to visit Island Falls processing plant; attended potato promotion program in Portland.
Mr. Munroe visited Air Force procurement officials in Massachusetts and New Hampshire. Consulted with two Auburn manufacturers on obtaining government contracts.
Mr. Brook worked with Lipman Poultry Co., Inc. of Augusta on a sizable expansion into processed poultry products. Checked into tip regarding possible relocation of a manufacturing plant to another state.
Mr. Lawrence met with Washington County leaders regarding several wood-working projects in that area. Conferences were held in Machias, Danforth, Calais and Bangor.
Mr. Boyle accompanied Mr. Lawrence and went into considerable detail with Washington County prospect on financial procedures. Performed valuable liaison work between Merrill Trust Company and particle board group in Calais.
Mr. Austin continued on the Caribbean Cruise of the Training Ship Maine, in charge of the “Floating Maine Products Show” designed to stimulate South American trade in Maine manufactured and agricultural products.

DOG DAYS

Dogs are having their day. Every other family in the U.S. owns one, and will spend $16 million this year on pet care products, someone said.

RECREATIONAL PROMOTION:
(Robert O. Elliot, Director)
Mr. Pike continued making arrangements for tour of ski areas by Senator Lovell’s Legislative Committee. Also spent one full day recording testimony taken at Senator Noyes’ Special Study Committee on DED. Assisted on CUE magazine publicity project. Spoke on winter vacation industry before South Portland Kiwanis Club.
Mr. Woodcock made and took to New York tape for use on NBC-U.S. #1 Show, starring Van Heflin.
Mr. Ruff attended travel show information conference. Edited ski and travel films and took additional footage at Rangeley ski areas, including Doc Grant’s parachute stunt.

PUBLICITY & PUBLIC RELATIONS
(Charles G. H. Evans, Director)
The entire staff continued active on a miscellany of projects, such as assisting Geology and Industrial Divisions on upcoming events; Maine Jaycees National Convention in Las Vegas; Maine editorial writers conference; Maine Port Authority promotions; Topsham Industrial Committee program on economic development; Maine promotion materials for Maine Dental Association; several articles for newspapers and magazines; final work on New York and Miami Travel Show Exhibits; Maine Products Show arrangements; advertising schedule details; Industrial Appreciation Dinner in Houlton; foreign writers trip to Maine, and various routine photo lab and literature inventory projects.

GEOLoGICAL SURVEY:
(Robert G. Doyle, State Geologist)
Final preparations for American Institute of Mining Engineers meeting in New York February 19 to 22, when Maine will have a hospitality suite complete with specific geologic maps and similar specific information.
Other routine work on geology research projects in process.

MEAT

The first federally inspected slaughtering plant in Maine “will benefit the economy of the State and its livestock farmers,” said Commissioner of Agriculture Eron L. Newdick during opening ceremonies for the $300,000 Alco Packing Co. plant in Winlow recently.

The plant has a capacity of 100 steers and 700 to 800 small animals daily and the federal inspection will permit interstate shipment of its meat products. Aaron Levine, Alco president, indicated that the plant will concentrate on prime and choice grades which, he said, would provide encouragement to Maine farmers to produce quality livestock.
The Withy Husseys

There's a spritely old word not used so much nowadays, which is a pity. It's withy.

Time was when, ... popular in the cities where they are published, but sell like hot cakes around and about the countryside, as well.

In those days farmers had plenty of time and they made their plows and most of their other tools, of wood. Metal was scarce and it was expensive, and it was used principally as a fastener and a cutting or wearing surface for wooden tools. The farmer had to make cast iron points and shares for the wooden plows of the day not because iron could be cast into the proper shape, but because iron could be cast into the proper shape, but because iron could be cast into the proper shape, but because iron could be cast into the proper shape, but because iron could be cast into the proper shape, but because iron could be cast into the proper shape.

It looked as if Mr. Hussey had a product that very few others had, and that was a good reason for manufacturing it in his own shop. This was a very long time ago.

There's a complete description of this exhibit on Page 5, in case you should happen to know more about it.

This is the first time in the history of DEQ Recreation Division and the Maine Department of Conservation that a magazine exhibit has been permitted to exhibit at the Miami Boat Show, which is one of the largest and best continuous marine exhibitions in the world, and Maine Division of Conservation, Recreation and Public Relations Division, Kenneth N. Willey, a Hussey vice president, recently had the art work and construction.

Incidentally, the directors and the staff members of the Public Relations Division of DEQ all are reformers now, most of them serving as public servants, in partial atonement.

A long, knotty pine counter stands in front of the display, for the customers to lean upon while they question the show. There are a variety of cut-outs which can be attached to the counter to give the customers the proper picture and to make sure that the customers are replaced with different sub-headings.

The faces of the big panels are painted a dull green, to make the lighted transparencies and the pine frame stand out. There are a variety of cut-outs which can be attached to the counter to give the customers the proper picture and to make sure that the customers are replaced with different sub-headings.

The display is attended during all the hours the show is open, usually by a DED representative, and it is watched over by a DED representative from the Department of Island Fisheries and Game and a representative of the Maine Publicity Bureau. The wardens' uniforms add to the color of the display immensely and their services are very, very much appreciated by DED. Also so is the Publicity Bureau.

The display was started in Maine because, according to its incorporators, it's the only newspaper in the United States where there are four newspapers with a per capita circulation of one and an editorial qualified for this exclusive list.

The news was the first of the top three newspapers with a per capita circulation of 1.96; the Sentinel, which has a per capita circulation of 1.79; the Herald of Rutland, Vt. was the only other New England daily newspaper to make the grade.

The high degree of literacy which prevails in Bangor, Waterville and Rutland is known fact and the cause of envy, even in Boston, it hasn't as yet reached the level in those centers of civilization buys one and a fraction copies of his local newspaper every day. The gimmick is that the News, the Sentinel, and the Herald, not only are de- servedly popular in the cities where they are most liked, but they also sell like hot cakes around and about the countryside, as well.

The Withy Husseys

And so in North Berwick today, within sight of where the Hussey Foundry stood one hundred and more years ago, stands the structural steel fabricating plant of the Hussey Mfg. Co., Inc., a monument to the withness of the Husseys.

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Houlton's Day

Aroostook's shire town of Houlton staged its first Industry Appreciation Day and it turned out to be Appreciation Day for the Houlton Regional Development Corporation and its Industrial Director, Aubrey A. McLaughlin as state officials, from the Governor on down, wave plaudits and wreathed them around the necks of those responsible for Houlton's progress in economic development.

Governor Reed's plane was grounded in Augusta by bad weather but he phoned the speech he had prepared to deliver and it was amplified for presentation at the Appreciation Banquet. The Governor said in part: "If there be any question concerning the wisdom of the course they are taking, we have only to look at the record compiled during the last two years. Recreational developments number three, there are seven new industrial operations, a total of 20 new commercial and service developments, ten expansions of existing operations, 15 existing structures remodelled and ten new plant facilities. "The people of the Houlton region, whether they realize it or not, represent the perfect example of what every citizen in this country is being asked to do. Simply stated, they are displaying a community spirit and pride essential in area economic development. Through the admirable efforts of the Houlton Regional Development Corporation, the Houlton Chamber of Commerce and the Houlton Municipal Government, an enviable pace is being set in the highly competitive field of industrial development."

Encomiums also were flung by Arthur Austin, Assistant Director, DED Industrial Division; Roderic O'Connor, Maine Industrial Building Authority manager; William Coffin, Development Credit Corporation of Maine, and others. HRDC President Oscar French presided over the banquet at which the bouquets were tossed.

Maine In New York, N. Y.

In case you happened to notice the nearby picture it is a pretty sure bet that you recognized the smiles. The men's smiles, that is. We don't know who belonged to the lady's smile, but if you have to know perhaps we can find out from Mr. Milton H. Huntington, DED staffer who took this picture of the Maine Exhibit at the National Sports and Vacation Travel Show in New York Colesium late in February.

It isn't every state that has a governor who will climb in behind an exhibit booth to hand out literature advertising his state, as John H. Reed did. Or a commissioner of economic development like Lloyd K. Allen, to stand there grinning and egging him on, either.

Governor Reed had a pretty busy two or three days in Gotham, beating the publicity and public relations drums for Maine. Commissioner Allen and some of the DED staff and Sea and Shore Fisheries Commissioner Ronald W. Green and Inland Fisheries and Game Commissioner Roland H. Cobb and some of their staff members accompanied the Governor at some of the following activities:

Industrial Breakfast for 17 New York businessmen with plants in Maine.


Guests of Foreign Press Center, New York City.

Attended meeting of Outdoor Writers.

Hosted food writers and editors at New York's famous eating house, House of Chan, to publicize Maine lobsters.

The Governor also appeared in a film descriptive of the series of Maine visits by foreign press correspondents on NBC's Today Show.

One Big Happy Family

Just about the best means DED representatives have for persuading out of state firms to open a Maine plant is to dangle before them the golden opportunity to share in the salubrious labor-management relations which prevail here. The latest example of this which has come to our attention is the case of Guilford Woolen Mills, Inc., with about 800 employees producing men's and women's casual and sport wear in plants in Guilford, Newport and Eastport.

When the firm's president, H. King Cummings, decided upon a five-year "Leadership Plan" of expansion he held meetings of the people at the three plants to explain the program to them. Its success, he told them, "depends upon the whole-hearted support and complete involvement" of personnel.

He asked specifically for employee cooperation and suggestions for ways to maintain quality control, increase production and eliminate waste. He was assured that these would be forthcoming.

To indicate his appreciation of past and future employee cooperation Mr. Cummings announced an increase in the wage scale, higher group medical-surgical insurance benefits, a retroactive pension system involving commitment of $300,000 of company funds and $50,000 annually from now on.

The expansion program is based upon diversification of the company's production. It calls for addition of laminated fabrics production at the Guilford plant, yarn for the tufted carpet trade at Newport and stepped-up spinning operations at the Eastport plant.

Maine Products Show

Some of the newest marvels for national defense may be exhibited at the Second Annual Maine Products Show in Bangor August 15-17, if present plans mature. DED officials have been negotiating with representatives of the various Departments of Defense and other federal agencies for display of the latest weapons, electronic devices and light and heavy equipment at the show in the Bangor Municipal Auditorium.

Business generated for Maine manufacturers who exhibited at last year's Maine Products Show in Augusta warrants continuing the Show on an annual basis, in the opinion of both the exhibitors and the sponsoring DED. Maine manufacturers desiring exhibit space at the Second Annual Show may obtain details from the DED. With the exception of the federal exhibits, only Maine made products will be displayed.

Boats of all sizes, animated displays, fly-overs, cruises on the Penobscot River, space aloft by jet displays are other tentative attractions. DED and representatives of the U.S. Department of Commerce, Army, Navy, Air Force, General Services Administration and Small Business Administration will invite Maine businessmen to procurement clinics staged during the Show.

Other Show highlights being planned are visits of out-of-state press, foreign trade representatives and federal, state and civilian purchasing agents from throughout the East.