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The 2nd Annual Maine Products Show

by Governor John H. Reed

Wishing to express my appreciation for the effort and imagination which have been expended to make this Second Annual Maine Products Show the success which it promises to be, and to commend the Department of Economic Development, its sponsor, and the other State Departments, the City of Bangor and the many individuals and firms which have contributed so much to it.

The First MAINE PRODUCTS SHOW, held in Augusta last year, was recognized as a nationally outstanding example of industrial promotion by the Public Relations Society of America when the Society awarded its highest honor, the Silver Anvil Trophy, to the Public Relations Division of DED, which conceived and sponsored what I hope will be the first in a long series of annual "Showcases for Maine Industry."

The MAINE PRODUCTS SHOW is designed, primarily, to afford Maine manufacturers the opportunity to exhibit their products and to discuss business with procurement officers of Government agencies and the purchasing agents and trade representatives who come here for the purpose from many states and Canada — even from foreign lands. But the Show, I would point out, does far more than this.

Tourist Attraction

Held during the height of our summer vacation travel season, the MAINE PRODUCTS Show provides a major attraction for our visitors from out of state and cannot fail to impress them with the variety and quality of things produced in Maine. A spot check of the parking area adjacent to last year's Show in Augusta revealed that more than 20 percent of the cars bore out of state registration plates.

The Show also provides an educational opportunity for our teachers and students, as well as a source of pride for all of us who are privileged to see, gathered at one time under one roof, so many of the industrial and agricultural products of our great State.

It would be difficult indeed to overestimate the value of the national and international publicity which Maine receives from stories written by writers and editors of metropolitan newspapers and national magazines who flock to the Show. These articles appeared in important publications for many months after last year's Show, and early reservations indicate that even more writers and editors are planning to attend this year's "Showcase," including twenty members of the foreign press from Washington and from New York City.

A Major Promotion

And, last but not least, the increase in retail business enjoyed by the host city is a well deserved bonus for the local officials and business people who labor so diligently to make the affair a success. Just as happened in Augusta last year, accommodations in the hotels and motels of Bangor and vicinity were reserved weeks in advance of the Show.

I believe that the MAINE PRODUCTS Show, in the short space of two years, as an industrial promotion, has placed itself upon a par with the famed Rockland Seafoods Festival, the Belfast Broiler Festival and the Aroostook County Potato Blossom Festival which have so ably promoted Maine seafoods and agricultural products through the years.

Continued on Page Two
Helping Hands
by LOYD K. ALLEN, Commissioner, DED

If the Maine products Show is a unique among state industrial promotional efforts, it is due to the federal government agencies which deal with states (WABJ, WLBZ) who have agreed to make available the many resources and talents at the service of this promotion. Here are some of these resources and talents:

Visitors' Center

The bicentennial is sponsored by the Deer Isle-Stonington Historical Society, whose members, past and present, will provide a special touch for those who come to visit.

Big Bridge

The Deer Isle-Sedgwick bridge is said to contain one of the two largest suspension spans in the world and it's toll free. You can use alternate routes going and coming from Bangor via the Penobscot one way and the west highway. Keep your eye out for both of these attractions. The Bangor Chamber of Commerce offices at Booth 56 for route numbers.

Don't miss driving to the top of 1300-foot-high Cadillac Mountain near Bar Harbor — it's less than fifteen miles southeast of Bangor.

There are so many things to see in and around Bangor that we can't hope to mention them here. But the number of people will speak to your interest in the many miles you travel to see.

Buyers

invited to the Show, in one way or another. The DEI have sent out several hundred personal invitations to the purchasing departments of Maine business firms and to other buyers. Also, thousands of invitations to the Booths occupied by the Government agencies, the world's largest buyers of just about anything.

Many Maine concerns sent letters of invitation to the Booths occupied by their competitors. The main goal is to have the many products and services in Maine available to those who deal with other states have told us about the success of the Booths at the Maine products Show. There is not a member who has been unable to be interested in the possibilities of the Maine products.

Nothing can impede the march toward economic betterment of a State which contains such public spirited citizens.

Dedication has been in telling the world that the State of Maine has just about the industrial climate available for plant relocations in the NE.

The many contributions of Maine citizens toward the success of the Show through the Maine Products Shows prove it.

Selling Maine

An industrial-minded public, a plant location which can not help but be influenced and be positive toward Maine on so prudently a scale. It is for this reason through the Show, I shall endeavor to have the real instances of the industrial cooperation we have had.

The entire state press, and this includes radio and television stations, has been most generous in space used to publicize the Show. As it is written Special Show Editions are made available in the Bangor Daily News, Granite Herald, Enterprise, Maine State Labor Council, Maine Trucking News, and State Bureau. Bangor radio and television stations WABJ and WLBZ offer special programs during the Show, including live coverage. Gordon Clapp, Bangor Daily News public relations director, is chairman of the Visiting Writers Panel Committee and the Vine Leaf Committee, making its audiovisual equipment available for a panel discussion of the Maine products, and providing a receptacle at the Show for visiting writers, editors and others.

Other Visiting Press Host Committee includes: Leon Arnold, House of State House representatives, Bangor Daily News; Howard L. Cousins, Jr., Bangor Daily News; Robert A. Skolnick, Peter Damber, Maine State Employers Association; and Robert B. Broome and Charles S. WBIY-TV, Radio and WLBZ, plan special programs during the Show, including live coverage.

The American Telephone and Telegraph Company has made available its satellite communications system and the Maine Port Authority has invited the visiting financial and business people to visit back and forth among the many exhibits and installations by out-of-state governments, state trade representatives, and industries on one roof. There are things to interest the Maine people in the diverse and old of both fields. And it's educational, too.

While over 100 Maine-made products will be displayed, as well as national defense exhibits, a working model of the American Telephone and Telegraph Company's satellite communications system you've been hearing so much about lately, and a full-scale model of the Aroostook Manor, the Maine Cottage and the Village Inn. And this is why the general public is invited.

Provision of Events

BE14'62

And this is why the general public is invited to the Show until noon as a "business before pleasure" measure.

Those desiring transportation from Bangor to Orono will have, until noon, an opportunity to allow the exhibitors and other Maine business people to visit back and forth among the general public, and with the government personnel and other invited guests to allow the exhibitors and other Maine business people to visit back and forth among the many exhibits and installations by out-of-state governments, state trade representatives, and industries on one roof. There are things to interest the Maine people in the diverse and old of both fields. And it's educational, too.

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2nd Annual MAINE PRODUCTS SHOW
Bangor City Auditorium
Bangor, Maine
August 15-16-17, 1962

"Showcase for Industry"
Sponsored by Maine Department of Economic Development