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Maine Developments, February & March 1963

Maine Department of Economic Development

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Charlie

Charlie won't be quite the same without...

Charlie, wheeling over the long road for an evening speaking engagement in Jonesport, or Newport, or Kittery . . .

Charlie, urging Maine towns to spruce up so that industrialists will be favorably impressed when he brings them to inspect a plant . . .

Charlie, dropping in on Maine manufacturers to ask what he can do to help them with marketing, financial, production or labor procurement problems . . .

Charlie, leading groups of Maine manufacturing executives to the West coast to procure government contracts.

Charlie's associates in DED mourn a good friend and a loyal, efficient co-worker.

For Charlie worked his last hour of uncompensated overtime, went wearily home, and died.

Charles Warren Whitehouse, 61, an industrial representative with the Department of Economic Development since its inception in 1955, died unexpectedly February 16 at a Lewiston Hospital.

He was born at Lisbon Falls and had been a resident of Monmouth for 12 years. Before joining DED he was for many years employed by F. W. Woolworth in an executive capacity and was a representative of the Case Farm Machinery Company.

He was a member of Monmouth Lodge, AF and AM, Scottish Rite Bodies, Kora Temple, Lions International, Commercial Travelers and the Episcopal Church of Salem, Mass.

He is survived by his widow, Mrs. Marien Burton Whitehouse; a son, Charles III of Salt Lake City, Utah and a sister, Mrs. Mark K Butts of Cleveland, Ohio.

MAINE DAY

A feature of the Show was a “Maine Day” dinner attended by about 80 members of the press; show officials; Florida local, county, and state officials; television, radio and theatrical people; chain supermarket executives and the like. Maine food products, including lobsters, were served.

It was a joint effort by DED and the Departments of Agriculture and Sea and Shore Fisheries, and the Maine Potato Commission. Expenses were divided equally among the four agencies. The cost was $161.55 each.

One result of the dinner was a full color-page about Maine foods in the Miami News. This free space, if paid for at advertising rates, would have cost the State of Maine $1,500. It is impossible to calculate the value of Associated Press, United Press International, radio, television and magazine coverage in words and pictures.

MADE IN MAINE

If it's just as good and it's made in Maine and the price is right, buy it. When you get it home you may find that it's even better.

The State of Maine has scored an impressive number of "firsts" in the economic development promotion race. The latest is entered in evidence with the picture upon this page.

It's nothing new for a governor to help promote his state at a sports or a travel show — Governor John H. Reed has done it more than once. What we claim to be another "first" for Maine is active participation in such an event by members of a state legislature.

The picture in evidence was taken at the State of Maine Exhibit at the Miami International Boat Show which Senator Harvey Johnson of Smithfield and Representative Carlton E. Littlefield of Hampden Hills attended for the purpose of observing how DED promotes Maine at some ten travel and sports shows yearly. They not only observed procedures, they got in on the act, as the picture indicates.

Passing out State of Maine brochures on Governor Reed's right is Senator Johnson; on his left, Representative Littlefield.

According to ticket sales, an average of 32,000 persons attended the Show daily, from February 15 to 20. The Maine booth consisted of a new thirty-foot exhibit with five lighted transparencies plugging boating in Maine.

In charge of the booth during the Show were Captain Thurlow Farmer, Boothbay Harbor, Sea and Shore Fisheries Department; Darrah Gaavin, Greenville, Inland Fisheries and Game Department warden and Marshall Rice, Deer Isle, former coastal warden, now a DED employe.

Maine was the only state exhibiting at the Show — both last year and this year. The management restricts it pretty strictly to boating interests.

SOLD TO U.S.A.

The General Services Administration has issued a revised edition of its publication, "Doing Business with the Federal Government" which is available to Maine businessmen upon request from GSA offices at 80 Federal Street, Boston.

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Picture Story

If you joined the cuts on these two pages together, end to end, you'd have a pretty big picture. But it would be a mazy work with no thought, no thought for layout—a felt-tip colorama that's scheduled for display in New York's General Electric Building this summer.

There are six professional models in the picture, enjoying Maine lobsters and Maine-clads at a counter on Schoodic Point on the Maine coast, and some Maine gulls standing at the edge of Maine Harbor. The net was paid $200 per day, each, with transportation to and from New York and room and board for the two days they were here. Practically the only exposure to the State of Maine in the actual making of the picture was the expense of a DED staffer to assist the professional crew. A lobsterman provided the eels barking for the sea gulls, with his compliments.

The Eastern Kodak Company isn't saying what will be the total cost of that huge picture. Professional camera work is being played in Grand Central Station and for use in other ad campaigns. All we know is that if the bill for this production ever comes in, the state's taxpayers would have more squawks than there are in Maine colorama that it's processing for display. It's something of a bonanza for the Kodak company officials came to Maine and inspected coastal areas selected by Elliot. The scenery was satisfactory but the greens, with his compliments.

In 1962, the Kodak Company, as almost everyone knows, is producers of cameras and photographic materials, and they like to sell a few items, now and then. One method of doing it is to show what wonderful pictures can be produced with Kodak equipment. In other words, if a good story is being told that consists of a group of people doing something interesting, a quick aerial or surveillance image against a background of great scenic beauty.

Bob Elliot, director of DED's Recreation Division, is something of a connoisseur himself, and it is he who first contacted Kodak in using Maine scenes for their giant colorama and other displays. This was a way back when he was a photographer-writer for the old Maine Development Commission, and there have been several Maine scenes used by Kodak, through the years.

The last one was a testing scene in the Spencer Lake region, used a couple of years or so ago. At this time Kodak allowed that Maine had had more than its fair share of pictorial publicity and maybe they'd better photon thank some of the other fine Scotch scenes used by the company for the same kind of thing. Normally, gulls will eat anything anyone offers them, at any time. And if it isn't offered, they'll steal it.

But there was a herring run on the gulls were stuffy. They were offered potato chips, pickles, corned salmon, peanut butter sandwiches, anything else that a gull is supposed to particularly enjoy. But the critters just stared coldly at the offers. They were too full of herring to pulp down another bite. However, you'll be seeing a beautiful gull-feeding colorama in Grand Central Station one of these days for sure — even if Bob Elliot has to only the tails of some gulls and keep them on a restricted diet until they're hungry enough to eat before the camera.

This Picture

Take the picture we've been looking at, for instance.

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C'EST LES TOURISTIQUE

Now we know why a few people who otherwise are considered to be pretty smart succumb to foreign talk. It's because foreigners put such fancy handles on things such as "la mer" for ocean, "les lacs de l'intérieur" for inland lakes, and things like that.

There's nothing like a romance language to make your mouth water to go wading in what we'd call a frog pond, back home in Maine.

Foreigners have been baiting their hooks with Latin linguistics to lure American tourists, for years and years.

Now Maine is turning the tables and giving the tourists a taste of their own medicine, right back in their own dish and labelled in their own lingo.

Did you ever stop to think that Kittery is only 40 kilometres from New York and a mere 100 kilometres de Boston? We bet that there wouldn't be standing room in Maine if people in other parts of the country ever found out that only a few Roman kilometers separate them from the land of Remembered Vacations.

We stumbled upon these verities while perusing a recent brochure or "album," as they would say in la belle France, entitled, "Maine, A vous souhaites la bienvenue." It's printed in French. The map and the pictures are typical of Maine, but you'd be surprised how much more romantic they appear, described in a romance language.

The album was prepared and published by DED with the connivance of a college professor. It's being distributed abroad by the U.S. Travel Service in conjunction with all the foreign tourist offices in American consulates abroad; the inspectors of the National Luggage Service, to whittle foreign tourists into vacationing in the U.S.A. and bringing some American gold back to the land of its origin.

All in all, DED will publish 150,000 albums in seven languages: French, German, Spanish, Portuguese, Italian, Japanese and English.

It's all in a very good cause, gentlemen; a very good cause.

BIG TROLLEY RIDE

How'd you like to ride a trolley car from Chicago, Ill. to Kennebunk, Maine?

Not even in the heyday of the interurban trolley systems could you have traveled this distance without changing cars. But Mr. Tom Brigham did it, in 1962!

The whole story is told in a recent issue of The Trolley Museum Dispatch, a newsletter published monthly for its members by the New England Electric Railway Historical Society, Inc., operators of the Seashore Trolley Museum at Kennebunkport, which you by all means should visit this summer.

It appears that the N.E.E.R.H.S., Inc., ever alert to pick up an orphan trolley for its museum, heard that the Chicago, Aurora and Elgin, R. R. had abandoned its line and sold its rolling stock to a junkman. A delegation was dispatched forthwith to the Windy City to dicker.

The result was the purchase of a fine old interurban which with a few alterations could be hauled to Maine over the rails, ahead of a caboose in a freight train. Mr. Brigham's trolley-clip, tending to the care and feeding of the venerable trolley along the way, took somewhat more than one week.

Outdoor recreation can and should become equally as important to the economy of Washington County as the forest products industry which currently is the greatest single contributor; the U.S. Forest Service declared in a preliminary draft of "A Planning Guide for Outdoor Recreation in Washington County, Maine."

The guide contains a long range program for extensive development of the area's recreation potential. It was prepared by Hubert D. Burke and Francis M. Rushmore of the Forest Service at the request of the Washington County Rural Area Development Committee.

It is apparent from the tone of the preliminary report that the authors firmly believe that the county "can capitalize upon its apparent deficiencies" such as small population and an abundance of excellent recreation sites which are available at reasonable prices. The natural beauty of the region can attract tourists in great numbers, if properly developed, is the conclusion.

SCENIC ATTRACTIONS

"Almost all studies of tourism have shown that the bulk of the vacationing public lists motoring and sight-seeing as a primary activity." The authors recommend zoning as a means to conserve the scenic aspects of the region, some of which are compared with those of rural England. Guided tours of scenic areas was one suggestion of the authors for attracting tourists. There were many others, including:

Changing the name of the county to "Sunrise County"; more camping areas, motels, hotels, summer colonies, boat landings and marinas on lakes and harbor improvements on the coast; even "carnival type" activities. The "carnival type" activities properly located so as to not conflict with scenic areas; hunting and fishing preserves.

Promotion and development admittedly will require money. Individual localities and the county, state and Federal governments probably could be tapped for some of the funds. Commercial developments would, of course, require private capital.

CAPITAL SOURCES

One source of development capital might be the companies which own large areas of forest land. This subject was discussed at a meeting of interesting parties in the State House in early February at which representatives of some companies expressed interest. The general attitude of timberland holders at the hearing appeared to be one of interest in recreation development for the benefit of the county and cooperation with a program to promote it.

Several agencies of county and state government are investigating means by which they may contribute toward publishing the report with color illustrations, for promotional purposes.

Meanwhile, it should be recorded that several local and county organizations are active in trying to help the region to help itself.

Lloyd G. Rozelle, county agent, said in a recent news letter: "Many towns including Robinston, Cooper, Danforth, have constructed lake access sites for public use. The Washington County Development Authority, along with various towns, has constructed nine recreation areas at a cost probably in excess of $150,000. A number of other communities and groups have completed similar projects."

Rozelle mentioned such promotional activities as tourist information maps published by the County Government and the County Chamber of Commerce, a county directory by Jay Hinson of the Calais Advertiser and a film in color "Sunrise County U.S.A." produced by the RAD Committee "with help from many, many sources."

COLLEGE CONSULTS

Sometimes you can't quite always tell beforehand whether a promotional venture is going to orbit. That which has all the earmarks of being a real whining-dinger sometimes blows up and falls to earth in small pieces which are best swept under the rug and forgotten, if the odor permits.

At other times what looks to be just another run of the mill project suddenly and unexpectedly takes root and blossoms like the rose, with all of the sightliness and fragrance thereof.

The College Consult project is of the rose variety, which was along ago than last fall, but it's climbing like a rambler and blossoming like an American beauty.

There are at present ten College Consults, recommended by high school principals, selected, indoctrinated and directed by DED and appointed by Governor Reed.

They are young ladies and gentlemen from Maine attending colleges and universities as far away as Ohio and they are preaching the gospel of Maine to their fellow students, their instructors and the townsfolk where the schools are located.

ACCOMPLISHMENTS

They've shown Maine films, organized group discussions, obtained publicity for Maine in college publications, distributed literature. One of them is organizing a group of students to come to Maine for skiing during the spring vacations. Another is searching for just the right spot to meet a professor's specifications for a Maine summer vacation.

These are the types of activities which so far have turned up in the College Consults' monthly reports to DED. If the project continues to produce as well as it has in its promising beginning it likely will be enlarged to take in more territory come another fall semester.

Maine is a pretty lucky state to have young people of this caliber working enthusiastically for its advancement. Their subjects indicate that they are the engineers, the historians, the clergy, the teachers and the medics of tomorrow.

The College Consults are David Barker, Portland, Rensselaer Polytechnic Institute; Peter K. Bingham, Auburn, University of Rhode Island; John V. Caron, Lewiston, Georgetown University; Joseph E. Fleur, Sanford, University of Georgia; Clifford B. Larlee, Bangor, Colgate University; Gail E. McKean, Waterville, Ohio Wesleyan University; Gardi Pedersen, Portland, Smith College; James L. Schmidt, Augusta, Tufts University; Virginia E. Swain, Augusta, Middlebury College; and Anne Wait, Lewiston, Allegheny College.