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Maine Department of Economic Development

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HELPING HAND

The Central Maine Power Company has activated a new Area Development Department, designated to expand industrial activity throughout the state. The program was praised by DED Commissioner Standish K. Bachman as "the type of help which is going to do the job for Maine."

Norman J. Temple, manager of the new department, said that its objectives include accumulation of development-oriented information, cataloguing available plants and land sites, surveying community assets and maintaining information files and an active mailing list and enlisting more than 1700 CMP employees as members of an economic development team.

"We are now off the ground with a sound program which represents a needed service and one which is expected of a power company," Temple said. "Through this Area Development Department we shall be working closely with the Department of Economic Development, the financial communities, development agencies and the municipalities. We have begun to get a few prospects and look for more."

BIG MOTEL COMING

A unit of the largest motel chain in the United States is scheduled for completion in Auburn next June, it has been announced. Donald C. Gautier, president, Auburn Business Development Corporation, terms the acquisition of the $1 1/2 million Holiday Inn motel "the climax of several years of effort to locate a large motel in Auburn."

The 120-room hostelry will be located on 62 landscaped acres near the Auburn interchange of the Maine Turnpike. It will employ 50-60 local people in operation.

The national chain of Holiday Inns contains 50,000 rooms in 425 motels located in 42 states, Canada and Puerto Rico. Units to contain 20,000 additional rooms are under construction or in the planning stage.

COMPUTER CENTER

The University of Maine Computer Center for the Pulp and Paper Industry will be in operation early in December. A curriculum for computer technology is being developed to increase the number of students trained in the uses and potentials of computer equipment in pulp and paper manufacture.

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Bud Martin, Editor

Commissioner Bachman

From the nature of responses to queries at a press conference granted a scant three weeks after assuming his new duties as commissioner of the Department of Economic Development it was apparent that under Standish K. Bachman future Department programs would be of the "bread and butter" variety, based upon a complete knowledge of situations and without frills or flourishes.

The former New York advertising executive, pictured below in swearing-in ceremony with Executive Councilor Clarence Parker and Governor Reed, told the press that he contemplates no drastic changes in departmental personnel and that he will not request additional funds for the Department from the special session of the legislature in January.

The "rifle" approach will be used in selecting specific industries which could benefit by coming to Maine, he said, and efforts at bringing them here will be based on facts. He said that the major development efforts will be devoted to the basic industries such as food, clothing, shelter and entertainment (vacation travel), since these are less affected by fluctuations in the general economy.

No Frosting

He termed space age oriented industries "the frosting on the cake" and, while he welcomes them, they will not be the subject of major efforts. "Government contracts already are declining," he said, "and many plants of this sort are being phased out. Maine at present does not possess the skilled labor and technical help necessary to entice the exotic industries here in any great numbers."

The commissioner praised the new Industrial Development Department of the Central Maine Power Company and said that he hopes for widespread cooperation among all state, area, local and industrial development organizations. "We are all after the same thing and we can obtain it quicker and get more of it if we all work together," he said.

The Department's Research and Planning Division can be helpful to this and other state departments' promotional efforts, and he anticipated greater cooperation with the University of Maine in the use of university facilities for research and technical assistance to new and existing industries.

One of the areas in which activities will be stepped up is in the encouragement of four seaon Maine vacations, and he has asked for a statistical updating of the Armour Foundation Report on Maine's economic potential "because a lot has happened since 1961," when the report was issued.

Biographical

Standish K. Bachman, 45, was nominated by Governor Reed for a four-year term to succeed Lloyd K. Allen as commissioner of (Continued on Page Three)
Snowplow... Anyone?

You might expect that a man looking for a place to start a new snowplow factory would check on the snowfall of a New York State manufacturer before choosing another site. But that's what Dean Fisher did when he came to Maine.

In 1948 he resigned from a well-paying job, "locked everything I owned, in including my life insurance, and came to Camden, Maine, where his wife's parents lived, to go into business for himself. He thought that he could make a better snowplow if he was the boss and could do it his way, he said.

Fisher had the notion that by making and selling a few snowplows he could convince a bank of the feasibility of the project and obtain capital for expansion.

Instead of working out that way. Dean Fisher is an engineering graduate of the University of Maine, he is a native of the Sunflower State, he was a Seabees in the U.S. Navy during World War II but he didn't get out of the service until October 1948. And his venture, Fisher Engineering, celebrated its fifteenth anniversary this past month.

Dean Fisher has a good product, and he knows it. A large part of his success is due to the fact that prospective customers know about him, too.

He employs a live wire advertising and publicity agency, to issue a newsletter, "Fisher Forewords," which is sent to his customers and prospects. His salesmen are experts for the newspaper, supplying news and pictures of dealers throughout the territory, which makes for good public relations among the trade. More than 200 of these "Fisher Forewords" are mailed a month to one hundred dealers. The mailing list includes dealers in states such as Maine, California, New York, Maine, and Pennsylvania.

Fisher Engineering has exhibited its products at DED's Maine Product Shows, the Eastern States Exhibition and scores of local trade shows. If there's a prospect for a snowplow who doesn't know about the Fisher product it must be because he's been busy. Perhaps the new Norway State and New York City.

Fisher is a successful businessman. But he is a hard-working, hard-driving man. Some friends and business associates say that he is a "blue chip" man.

The world's largest papermaker is building a new mill in Maine.

It is unquestionably one of the most important events of our state's history. It was Governor John H. Brody who first mentioned the idea of the International Paper Company manufacturing in Maine. The company would build a $14 million pulp mill near Bucksport.

The announcement, made by Com- missioner of Economic Development Richard H. Price, was one of the most important pieces of news to come into the Department of Economic Development in the past year. It was the first time that anyone had asked to what extent we have what we have in the way of papermaking and the significance of the decision of International to undertake a major mill expansion in Maine.

The new mill is scheduled to begin operations late this fall, or early in 1967. With 60 full-time and 20 part-time employees, the mill will produce 600,000 tons of market pulp annually. The mill will be located on land from nine states during this year's Sea- food Festival, to help the prospective customer know about it, too.

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Fisher Engineering has exhibited its products at DED's Maine Product Shows, the Eastern States Exhibition and scores of local trade shows. If there's a prospect for a snowplow who doesn't know about the Fisher product it must be because he's been busy. Perhaps the new mill is not available it was understood that the new mill is not available it was understood that the new mill will produce 600,000 tons of market pulp annually. The mill will be located on land from nine states during this year's Sea- food Festival, to help the prospective customer know about it, too.

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HALLOWELL PRAISED

Augusta's Kennebec Journal praises the neighboring city of Hallowell, which: "... has a good thing going in its program for sprucing up and restoring as much as can be restored of its 18th and 19th century charm, rather than trying for a curtain-walk, false-front 'modernization' that would merely copy 90 per cent of all the other Maine Streets in America.

The statewide and nationwide annoucement this worthwhile program gains is music to the ears, of course. But Hallowell has done what has been done thus far almost entirely on its own, without outside help. And they rejoice in the knowledge that this program is indeed strictly local — a matter for great and growing local pride."

THE HUSSEYS AGAIN

Those discerning people who were Maine Developments subscribers as long ago as March, 1962 will recall an article in that date which was entitled "The Withy Husseys" which described in some detail how that resilient family has managed to maintain and expand the Hussey Manufacturing Company's business. So, a little more than a century and a quarter of changing times.

They did it by being withy, a valuable term employed to describe the admirable characteristic of being able to roll with the punches.

When the agricultural machinery barons of the middle West came out with their new aluminum alloy they saw it was a severe know to the prosperous Hussey business of casting iron points and shares for wooden plows. But the Husseys bounced back.

They went into the steel fabricating business and through the years they have manufactured flag poles, fire escapes, bleacher seats, telescope gymnasium seats, diving floats and goodness knows what-all. Every time the market showed signs of change they came out with a new line.

And now they are doing it again.

With cognizance of the increasing popularity of aluminum, the Husseys have added an aluminum division to their steel fabricating business. The new metal will be used to some extent as a substitute for steel and, in some cases, wood in their regular line of products. The Husseys will perform custom work in aluminum as they now do in steel.

NORDICA

One century plus four years ago a Mr. and Mrs. Norton of Farmington, Maine had born unto them a daughter whom they named Lillian. Now this Lillian grew and grew, as daughters have a way of doing in the good Maine air, and almost before her devotions to school realized it she became a young lady, and a most comey and talented one, at that. Lillian Norton combined her beauty and her talent with study and plenty of hard work, assumed the professional name of Nordica, and became famous the world over as an opera soprano.

And now comes the Coleridge Press, New York City, to announce publication of a biography. "Lillian Nordica. The Story of a Life." The book is the result of eight years of research and writing by the author, who was granted full access to her subject's personal papers. The book is illustrated with over 200 photographs taken from the archives of the New York Public Library and the Library of Congress.

Ski Maine

The Department of Economic Development will cooperate with the scarcely one year old Ski Maine Association in a promotion to bring more out of state skiers to the slopes of Maine's famous ski resorts.

The Vacation Travel Promotion division of DED will help publicize a "sweepstakes" in which the association proposes to award a prize to six lucky winners: a set of six Jaguar XK-E sports coupes funded with a Barrecreafers ski rack and a pair of Head Master skis. A Maine skier who consigns the winning entry will receive $100 for each letter in his signature, and a pair of skis.

The sweepstakes will run from December 19 to next March 1. Miss Maine Vacationland will randomly draw from the entries and the prizes will be awarded March 21, according to current plans.

There are some of the DED activities in Maine ski promotion during the 1962-63 season, many of which will be continued this year.

OUT OF STATE

Three Travel Forums, for sports writers and ski enthusiasts: Fort Lauderdale, Florida; Worcester, Massachusetts; Hartford, Connecticut.

Telephone service to report snow conditions on Maine slopes maintained in Boston, Hartford, Providence and New York City, with local and radio advertising to support the service.

Sports Shows in Boston (2) and New York.

Governor Reed has appointed a special committee of fourteen to keep him advised of all developments pertaining to the Passamaquoddy Tidal Power Project. Chairman is Sumner Pike of Lubec, former chairman of the U. S. Atlantic Fisheries. With the Securities and Exchange and the Maine Public Utilities Commissions.

Other members currently are Alexander A. MacNichol (Quebec); Warren Eastport: C. Arnold Brown, Woodstock; Robert V. Clark, Calais; Charles P. Helfenstein, Caribou; Robert G. MacDonald, Madawaska; Aubrey A. McLaughlin, Hodgdon; Very Rev. D. Wilfred Soucy and Robert Jolbert, Fort Kent; Richard B. Sanborn, Augusta; Louis Nancourt, Portland; James A. Storer, Brunswick; and Standish K. Bachman, commissioner, Department of Economic Development.

Secretary of the special committee will be Richard A. Hebert, Department of Economic Development, who has been appointed by the governor to be directly responsible to him for coordinating efforts of the state government on the project and to serve as liaison between federal and state agencies, the congressional delegation and the governor's office.

The 101st Legislature created a new Allagash River Authority and Allagash Advisory Committee to study the various proposals concerning the tidal power project and their ramifications and to make recommendations to the next legislature, or any special session of the current one.

The Maine delegation in Congress has requested the Department of the Interior to have Quoddy and Allagash legislation it intends to introduce ready by the first of the year. President Kennedy, Governor Reed and the Maine members of Congress have taken first steps to line up support for the project from the New England members of Congress and other New England governors.

RR EARNINGS DOUBLE

Common stock earnings of Bangor & Aroostook Corporation for the first nine months of this year reached $1.54; it was reported following a Board of Directors meeting in Boston. Earnings were 62 cents during the same period of 1962. The dividend, 7 cents, will be paid to shareholders of record on December 17. The railroad's earnings are the result of strong operating performance and increased revenues.

SOME BUCKETSFUL

The trouble with bucket seats is that not everyone has the same size bucket, according to Maine Bylines, journal of the Maine Purchasing Agents Association.

ETHICS

"There is no supermarket for ethics where one can pick those ethics he wants in his basket off the shelves and take them to the check-out line. A man's ethics and his ethical standards must be a part of himself," James S. Coles, president, Bowdoin College.