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Maine Department of Economic Development

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MERCHANDISING MAINE

Something new has been added to Maine's vacation travel promotion program — "merchandising."

Commissioner Standish K. Bachman said that the Department of Economic Development's tourist promotion program for 1964 will wring more value from paid advertising by mailing magazine advertising reprints to American Express credit card holders and to charge account customers in leading department stores in the regions from which Maine draws the bulk of its tourist traffic.

Also, greater use will be made of post card inserts which make it convenient for readers to request specific vacation information from the Department. The schedule calls for 15 insertions in national magazines, in color and in black and white. In addition, regional advertising and a newspaper campaign will be utilized.

Another innovation in this year's coordinated advertising schedule will be an ad in the quality, hard-covered Venture magazine of the Look magazine family. Some 7000 complimentary copies of the magazine will be mailed to government and business leaders here and abroad and to United Nations delegates, with a covering letter from the president of the publishing firm.

Look, with its February 11 issue, was selected to initiate the advertising campaign because that issue will feature the 1964-65 New York World's Fair. The advertisement will constitute a major bid for tourist travel to Maine from the World's Fair.

The vacation travel advertising campaign will cost approximately $100,000.

In addition to the media named above, one-half to two-thirds page ads will be carried in the following magazines: Sports Illustrated, Holiday, Woman's Day, Family Circle, Redbook, McCall's and New England Guide.

The bulk of the insertions will occur during April and May which, according to the experience of previous years, are the months when most families plan their summer vacations.

FROM BANGOR

Quoth the Bangor Daily News: "Maine's new Commissioner of Economic Development, Standish K. Bachman, last week stressed the importance of keeping industries already in the state prosperous and content. This has been said before but it is a point that is often overlooked.

"Industrial development is in two forms: securing new industries and helping existing businesses to expand. We can think of no better selling point to out-of-state industrialists, by the way, than by helping industries already in the state to flourish in a favorable business climate. What could impress them more?"

Competent Counsel

The Department of Economic Development will not lack for competent counsel in the fields of manufacturing, recreation and finance in its program to improve the Maine economy. The new seven-man Advisory Council contains a bank president, a paper maker, a shipbuilder, a shirt manufacturer, two proprietors of recreation property and a newspaper executive.

Governor Reed, greeting the council at its organizational meeting in Augusta told its members: "You are the key people representing all segments of Maine's economy and by meeting on a monthly basis and being in close contact with the commissioner you can contribute immeasurably to the success of the department and to the development of our great state."

Provision for the seven-man council, to be appointed by the governor, was made in a revision of the DED statute by the 101st Legislature. Previously the council contained 28 members. The Governor appointed as chairman Halsey Smith of Farmouth, president of the Casco Bank & Trust Co., Portland.

ORGANIZATION

The first meeting of the council was devoted to organization and briefing on the functions of DED by Commissioner Bachman. Subsequent meetings will be held on the third Tuesdays of succeeding months. Records of the meetings will be available to the governor and the commissioner.

The chairman declared the body will act as a purely advisory council, not a policy-making group.

In addition to Smith, council members are: Ellerton M. Jette, Sebec, chairman, board of directors, C.F. Hathaway Co., Waterville; Robert B. Beith, Cape Elizabeth, General Manager, Guy Garnett Publishing Co., Portland, past president, Greater Portland Area Development Council; John T. Maines, Brewer, V.P., and director, Great Northern Paper Co., Bangor; Guy P. Butler, Bethel, Bethel Inn Proprietor, former Manager of Maine Publicity Bureau and former executive secretary of Maine Hotel Association; William F. Mussenden, Bath, Secretary and auditor, Bethel Iron Works; Stanley J. Leen, Brewer, president of Leen's Electric Motor Service Co., Brewer, Director Maine State Chamber of Commerce, proprietor of sporting camps, Grand Lake Stream.

Front row, left to right in the nearby picture are Chairman Smith, Governor Reed and Commissioner Bachman, backed by Leen, Beith, Mussenden and Jette. Butler and Maines were not present when the picture was taken, in Blaine House.
For More Boatbuilders

The Boothbay Harbor region is "The Boating Capital of New England," it is pro-

claimed from the U. S. Atomic Energy
Commission and is a former chairman of
the Maine Public Utilities Commission.

For More Boatbuilders

"More than once I've been told by a boat-
builder (some of them have a national
interest) that he couldn't have gotten a house
in Boothbay if he had been able to buy one
for a few thousand dollars more.

"So that's why the program was started
— to help our boatbuilders to expand,
and meanwhile provide local young men
with what amounts to practically guaranteed em-
ployment in a skilled trade. Right here at
home. I figure that it'll be good for the
trade, too. It helps like one of those
deals from which everyone profits."

ONE TOWN

The program not only has served to
interest local young men in remaining
in the region, it has brought a Woburn native
back to his home state from New Jersey
and, if letters from several who read about
the program in newspapers mean anything,
the training course, if offered next year,
will bring other natives back from distant
states.

The 16 trainees were selected from among
28 applicants as the result of aptitude tests
given by the Maine Employment Security
Commission and interviews with the nine
boatbuilding firms which are cooperating.
The men do not get a high school diploma — others have progressed
through high school. A retired U. S. Navy
commander moved his family from Wash-
ington, D. C. and bought a house in Booth-
bay Harbor, to take the course. His reason:
"I've been on boats all my working life. I
wanted to know how to build one."

Start their hands the man has a
marginal position in mind — perhaps his own boat-
yard. He's only 39 years old.

The ages and backgrounds of the trainees
varied, they exhibit a common
trait — seriousness of purpose. There
were few distractions, or rather, the few that
had significance they will enter a three-year
commitment, when the present course is completed.

This program is singularly well
ad-
justed to the region, to the needs of the man who initiated the program,
Ralph H. Cutting, Waterville, who is the
Chamber's executive director:

"The problem of boatbuilders depends
mainly upon two industries — tourism and
shipbuilding. If we can improve the indus-
ties and create more demand, we can im-
plement each other. Visiting yachtsmen
attracted local marine industries and service
industries, including boat repair. Other
boats, including the Bray family boat
charters and fishing trips. Ever so
often, one buys a boat for his own,
from a local yard.

"We have felt that if we could help our
boatbuilders (some of whom are facing
yacht-building expansion) to expand, we
might help the whole region."

SKILLS SCARE

"Now, one of the difficulties faced by our
boatbuilders is the scarcity of skilled labor.
This is a strange situation in a boat-
building state of the nation, but it is
true. We have long been aware of this,
now employed are, most of them, reaching
the end of their apprenticeships and older
men haven't been learning the trade.

"More than once I've been told by a boat-
yard proprietor that he could expand his
business if only he could get hold of the
skilled labor to turn out the work."

"These pages tell the story of an Ameri-
can town in the last ten years of a
community of people who have worked
 together to turn despair into hope, dreams
into reality."

The Tenenth Annual Report of the
Sanford-Springvale Chamber of Commerce
closes the promise of this introduction with a
statement: "As we look back on the
progress of the men whose courageous struggle
against the forces of inflation in our
community to be acclaimed throughout the
nation as a great achievement."

"The Years of Progress," the report is
entitled. "This has been the great primary
committee was formed in 1955, comprised
of a group of prominent Sanford men by
Ralph H. Cutting, Jr., publisher of the Sanford
Tribune, and James C. Gunther, assistant
editor. The leaders of the committee were
Harold L. Cutler, John H. Evans, and
Walter S. Pardoe.

The Sanford-Springvale Chamber was
created in 1955 after the State Atomic Energy
Commission decided to locate a nuclear
shadow of a threatened economic disaster
Within a year the shadow's portent had materialized. The Goodall-Sanford textile mills closed. Three thousand were jobless
one-fifth of the town's population. Two
million dollars of manufacturing space were
untapped."

DIPLOMA VALUE

How much is a high school diploma worth?
To a carpenter, $31,000, according to
Columnist Sylvia Porter's quotes from a
U. S. Census Bureau Occupational Outlook
Quarterly. A carpenter who is a high school
graduate can expect to earn $209,000 during
his working years of 18 to 64, as against the
deserved's $174,000. A similar ratio prevails
for all skilled, unskilled and service jobs.
A college education increases the income
total by about $170,000 and "a doctor, highest
paid of all professionals, makes $400,000
more than an accountant in a lifetime."

CONGRATULATIONS

Ralph H. Cutting, Waterville, Keyes
Fib Co. president, was elected a director
of the National Association of Manufactu-
ners during the 69th annual Congress of
American Industry in New York.

WRONG NUMBER

Because of George, they're adding a four-
foot extension to a telephone pole in the
building where the editors sit. They've
incurred a rash of wrong numbers by grab-
ing the extension instead of the regular one.
and letting them go... Bessemer,
George is a 19-ft. gay yankee.

Telephone Report

"These pages tell the story of an Ameri-
can town in the last ten years of a
community of people who have worked
 together to turn despair into hope, dreams
into reality."

Sanford's Decade

"Hello, a momentous day for Sanford,
the first in a series of events to mark the
100th anniversary of the city. Thomas Goodall
came here in 1806 to build a mill. Sanford,
really became the great firm of Goodall
and Company. The Sanford Tribune editor
wrote."

The day was December 12, 1963 and
marked the beginning of the year of the
Sanford Centennial. But two years earlier
in Sanford, along with the Depart-
ment of Labor, the Board of Directors of
the Sanford-Springvale Chamber of Com-
merce was formed to promote the centen-
ary of George."

The occasion was the dedication of the
Sanford-Springvale Chamber of Commerce
building. To round out the week's events the
Sanford-Springvale Chamber Commerce was celebrating its tenth anni-
versary."

The building was established in Niagara Falls, Ontario two years later.

Today American Cyanamid produces a
variety of products, including pharmaceuticals,
chemicals, in 41 domestic and foreign plants and mines. Over 50 offices are
in Rockefeller Plaza, New York City.

The company retired the first industrial development com-
munity in Augustana. The company was founded in 1880 by
John F. S. Stagg, father of the famous football
 captions."

"It was a momentous day for Sanford."

Such was the compliment of the first
president of the Chamber, Robert S. Jagger.

"Irruvercna Conviction"

Since 1951 Sanford has won a net gain
of 12 new industries. The manufacturing
output in 1962 soared to more than $80
million, $3 million below the average of
the best of the Goodall mill days. At the
lowest point in the ten-year struggle, the
payroll had dipped to about $30 million.

The decade has brought many commu-
nity improvements, including major
projects, now mercantile enterprises, new
ones, the new Municipal School building,
the new railroad station, a new movie
theater, two new churches, two new
public school buildings, six new buildings
on the Nassau campus.

"This is community growth," said St.
Osgood in the executive manager's report.
"These projects are not being carried out by
people who are fearful or doubtful of the
future. These investments indicate faith,
optimism and confidence in the future of
Sanford."

The 10-year report concludes:

"The record of the decade speaks for the
Chamber — a business community pro-
ed by the community in the Chamber's
control. Sanford has been a gain and
better place to live. Sanford has been
renovated. With jubilation, the Chamber, looks to a
new, dynamic decade.

BUSY MAN

Summer Pikes of Lake and his pockets
were filled by the Saturday Night
executive office in Augusta concerning the Mississippi.

"This is chairman of the Governor's
Committee on Economic Development, re-

tative to the Legislature in the Novem-
ber special election. Like a member of a
prominent Washington County family, has
been appointed by the U. S. Atomic Energy
Commission and is a former chairman of
the Maine Public Utilities Commission.

ART ROAD SHOWS

More than 200 examples of the work
of Maine artists are travelling the secondary
school system in an "Art Road Show"
" sponsored by the University of Maine and the Maine Arts Council. The shows
will bring their productions that students of
90 high schools and pupils who use for
themselves how Maine and Maine people
look at the world."

Vince A. Hartman, head of the Uni-
der the University's Arts program, said
himself, that the students and teachers
have welcomed the exhibits as em-
thusiastically that the program will be con-
cluded next year with, possibly, a nation-
wide industrial travelling exhibit of the
work of Maine photographers. The Uni-
versity's Arts program will include the
"Art Road Show," in a Summer Arts Festival on campus next July
and August.

Teachers who schedule the shows can build study programs around the exhibits to illustrate such subjects as art,
and appreciation and Maine landscape,
people and occupations.
Maine has "a great opportunity to achieve the role of national leadership in the paper industry."

This statement was made by R. Carl Chandler, Chairman of the Board of Directors of Standard Packaging Corporation, at Bangor, where it was announced plans call for a $5 million tissue mill at the Eastern Fine Paper and Pulp plant in Lincoln, Eastern, acquired five years ago by Standard Packaging, also has a plant at Brewer. The new Lincoln mill is part of an estimated $12.5 million expansion program planned for both plants.

Construction at Lincoln will begin at "the earliest possible moment," Chandler said. He estimated that the new mill would increase Eastern's $9 million payroll by about $700,000. The Eastern bleached Kraft pulp mill at Lincoln was completed in 1958 at a cost of $11 million.

Chandler declared that the expansion plans of his company "attest to our confidence in the future of the paper industry in Maine" and he volunteered Standard's support for a proposed "sell Maine" campaign.

The Eastern Fine Paper and Pulp stationery bears the legend: "Maine offers major Maine pulp and paper companies opportunities for advancement in this progressive industry and the University of Maine during the year 1963."

Two anniversaries were reached in the marriage between the pulp and paper industry and the University of Maine during the year 1963. The first was the golden anniversary of the University's pulp and paper course which, established in 1913, was the first of its kind in the nation.

And it was the tenth anniversary of the incorporation as a non-profit organization of the Pulp and Paper Foundation, comprised of members of the industry and devoted to the training of manpower to keep up with the ever-expanding requirements of the industry for technical and managerial personnel.

The years have produced 930 Maine alumni engaged in the pulp and paper and allied industries, employed by 231 different companies located in 38 states and 14 foreign countries. Fifty of these are in administrative positions; six of them presidents and 21 vice presidents. Thirty-three hold positions as managers.

A young person searching for a rewarding career could do much worse than to investigate the pulp and paper course at Maine. Completion of the course practically guarantees employment with excellent opportunities for advancement in this progressive industry.

**Courses**

The four-year course leads to a Bachelor of Science degree in pulp and paper technology. The first three years are identical with the course in chemical engineering; the final year is devoted almost exclusively to instruction in pulp and paper technology.

A fifth year of specialized technical training is available, which provides about two-thirds of the requirements for a Master of Science degree.

The nation over, industry is expressing its need for well-trained manpower through scholarships and other aids to advanced education. But the nation over, it would be hard to find an instance of industry-university cooperation to equal the program which the Pulp and Paper Foundation sponsors at the University of Maine.

Since its organization in 1951 (it was not incorporated until 1953) the Foundation has contributed well over half a million dollars to the pulp and paper course at the University, in addition to the valuable time and efforts of many of the leading executives of the industry who have donated "in support of the program. The cash has been expended for scholarships, fifth year grants and many other purposes. The equipment includes papermaking and coating machines and computers.

**The Foundation**

Membership in the foundation is of four types: Scholarship Underwriters, companies which make annual contributions of $2500 or more; Contributing Companies, which give $1000-2999 per year; Special Gifts, companies which give less than $1000 per year and; Individual Members, alumni and friends of the University and others interested in the industry.

The Foundation has a membership of 106 corporations and more than 375 individuals.

Individual gifts have been as high as $25,000. This sum was given by the late H. J. Chisholm toward the purchase of an experimental fourdrinier paper machine.

The name of practically every Maine paper company is included in the membership. Many out of state companies are members, some of them not even remotely connected with the pulp and paper business.

**Pollution Reduced**

It is worth noting that the expansion plans of both International and Georgia-Pacific include elimination of sulphite pulp production in favor of Kraft sulphite, a process which entails substantially less waste disposal demands upon the rivers.

Other Maine companies have started, some completed, multi-million dollar expansion and modernization programs recently, giving pulp and paper the reputation of being the most progressive industry in the state. Among these, Oxford Paper Company, Rumford, early this year announced a $50 million five-year modernization and expansion program, 80% to be spent in Maine. S. D. Warren is engaged in a $16 million expansion program to be completed in 1965.

Paper, in 1962, produced by far the largest single item of gross product value among Maine industries. Its $488 million output represented 27.9 per cent of the state's $1.61 billion gross product value for that year. The industry was second only to leather in numbers of employees and 14th among Maine industries. Its $448 million payroll of slightly over $100 million was topped by only about 4 per cent by the Transportation Equipment Industry, which includes the Kittery Naval Shipyard.

**Golden Wedding**

The hallelujahs which greeted this news scarcely had quieted when the Georgia-Pacific Corporation again aroused the public interest by announcing tentative plans for construction of a $25 million Kraft mill at its St. Croix plant in Woodland, contingent upon satisfactory arrangements concerning the sewerage disposal demands upon the rivers.

The new International mill will have a daily capacity of 500 tons of sulphate pulp and will supplant a 100-ton sulphite chemical plant. Mill employment would be increased by 85, or so, to approximately 960, while stopped-up woods operations would provide an estimated 1000 new jobs.

The year 1963 saw the 25th year of operation for St. Croix Falls paper company, 90; Oxford Paper Company, 68; S. D. Warren Company, 63; International Paper Company, 47; Scott Paper Company, 31.