Maine Developments, January & February 1964

Maine Department of Economic Development

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World's Fair - Boon or Bugaboo?

If all the sightseers who are expected to attend the New York World's Fair were to join the soup line at the same time the chowder would be pretty cold by the time the last bowl was slurped.

And if a mere one per cent of the estimated 80 million attendance can be induced to top off their visit to the Fair with a side trip into Maine this State's 1964 and 1965 vacation travel business should receive a $24 million bonus.

There's no assurance, of course, that anything like 800,000 people will come to Maine after visiting the Fair in New York. Nor is there any guarantee that the Fair, as some resort people predict, will not actually cut into Maine's tourist business.

As in any horse race, you can place your bets either way.

THE YEARS AND NAYS

The Maine Department of Economic Development's Commissioner, Standish K. Bachman, predicts that Maine will benefit substantially in tourist business from the Fair. And Recreational Promotion Director Robert O. Elliot says that Maine vacation inquiries are running far ahead of last year at this time, and bus tour bookings and advance room reservations are in some instances double those of a year ago.

CONTINENTAL COMEBACK

One year ago the Continental Mills textile building stood, vast and empty, in Lewiston. Grimy windows stared vacantly across the Androscoggin River, as if brooding over the prosperous yesterdays when 1000 employees tended the busy looms that now were dismantled and gone to Yugoslavia.

Today more than 500 employees earn their wages in this once vacant building. Six firms occupy more than one-third of the available 477,000 square feet of manufacturing space, and others are interested in moving in.


As this was written, the tenants included four footwear manufacturers: Commonwealth Shoe Co., Billen Shoe Co., Falcon Shoe Co. and Arno Mocassin Co. Jolly Post Caterers occupies 8,000 feet of first floor space and Max Miller & Co., Inc., yarns, is using 50,000 square feet of warehouse space.

"And," as Marcotte concludes his story, "all looks well again . . ."
Lund's Tools Cut Costs

From the boss on down, they're a bunch of individualists at Lund Manufacturing Company, Inc., a Biddeford machine tool concern.

For one thing, they simply won't tolerate the breaks.

The first man in the shop in the morning starts up the high coffee car and it's kept steaming all day. Whenever anyone wants a cup of coffee he simply helps himself.

Thus has company president Wendell B. Lund solved the coffee break problem. Thus has company president Wendell B. Lund solved the coffee break problem.

Lund became acquainted with Maine living during the five years in which he was general superintendent of the then-huge Saco Lowell textile machine plant in Saco. He left Saco Lowell shortly before the company moved much of its operations south, and started his own firm in Biddeford.

The Lund Manufacturing Company plant (nearby in the same building at 366 Elm Street, Biddeford, building at 366 Elm Street, Biddeford, building at 366 Elm Street, Biddeford, building at 366 Elm Street, Biddeford, building at 366 Elm Street, Biddeford, building at 366 Elm Street, Biddeford, building at 366 Elm Street, Biddeford,) employs 20, with an annual payroll of $125,000.

The following 76 trombones salute is none of our doing. They were presented to the Lund Manufacturing Company by the National Broadcasting Company in the format of a program over NBC's network of 100 stations in 1941. They were given to us in part as a result of the services of the Maine Department of Economic Development, and because we are grateful for the cooperation of one of our industries.

Lund solves many of its production problems by using outside experts. He is particularly interested in the promotion of Maine products both here and abroad. His company has visited other states to focus upon opportunities worked with State publicity services of the Maine Department of Economic Development to be helpful to his business interests, and also to meet at least once each month to re-

Within days of receiving a recommendation from our offices, Mr. John Mains, vice president of Maine products, wrote the Governor Reed and Commissioner Bachmann in New York to interview two of the largest paper companies.

Governor Reed and Commissioner Bachmann were recently, for expansions of their Maine products to which total production of Maine products and, under the direction of the Department of Economic Development, was increased.

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Thanks, Bowdoin & Bates

The Department of Economic Development puts in the sentiments expressed in the following Legionnaire Events. Students at the University of Maine, Bates in this area of the Board of Trustees.

The Department of Economic Development has had some nagging about the ability of two small liberal arts colleges to go it alone, both of which are located within a very short distance.

The Governor and Commissioner Bachmann in New York to interview the president of Maine products to which total production of Maine products is a very important part of the efforts to promote Maine's resources among out of state

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982,000 SALESMEN

A year's advertising campaign to urge Maine people to become salesmen for their state was launched in the Portland Sunday Telegram of January 26. Twenty-five prominent Maine industries and service institutions will sponsor the series of page ads to be published on the last Sunday of every month for twelve months.

With a view to "Let's Talk Maine," the first ad urged Telegram readers to "Be a Maine Texan!"

"Above all, never knock our state. You never bought an automobile from a man who first downgraded his product and you can't sell your state by knocking it."

Maine citizens, if they will cooperate, can become "a salesforce that couldn't possibly be purchased by Maine or by states many times larger and richer."

"The salespitch is simple. Put Your Best Foot Forward. Sell our pluses . . . unspoiled scenery, top livability, climate with the ultimate beauty of all four seasons, friendly people, conscientious work force, fine industrial attractions in water power, electricity, transportation, state and town cooperation, available industrial sites and buildings."

In endorsing the campaign the Department of Economic Development's Commissioner Bachman said, "Maine's worth vitally depends on the wholeheated selling effort of all its people, as is so ably stated in these advertisements."

The second ad of the series deals with the problem of fishermen among municipalities for industry. Local pride, "is a vital and important force in the progress of your community. But keep it in its place and don't let it damper rather than help the state efforts."

The third ad of the series appeared in the Telegram of February 9, and the fourth ad appeared in the February 16 edition of the paper.

Over Bacon and Eggs

For the second year in a row the Department of Economic Development and the Maine Boatholders and Repairers Association teamed up in a program to sell more Maine boats and boatyard services and to bring more boating enthusiasts to Maine for vacations.

The two organizations shared space and expenses at the National Motor Boat Show in the New York Coliseum February 15-26.

The twelve-day National Boat Show was one of a current series of eight boat and vacation travel shows in which the Department is promoting Maine four-season vacations. Combined attendance at these shows last year was more than 1 million persons.

Governor Reed spoke at another New York Coliseum function, the National Sports and Vacation Travel Show, February 27. The occasion was "State of Maine Day" and other Maine speakers included Commissioner Bachman and DED Recreation Promotion Director Robert O. Elliot.

Jim Hurley, sports editor of the late New York Mirror, was presented a testimonial of appreciation for the thousands of words he has written about Maine Vacationland during his long career.

IN CLEVELAND

Another special program was scheduled in connection with the American Sporting Goods Show in Cleveland, Ohio, March 13-22. Governor Reed has invited more than 100 travel editors of newspapers, magazines, radio and television, with food editors and food buyers to an All-Maine Products dinner, with the cooperation of the Departments of Sea and Shore Fisheries and Agriculture, and the Maine Sardine Council and Maine Potato Commission.

The travel show circuit is part of an overall DED tourist promotional program which includes the federal tariff program; greater flexibility in the business loan policies of Maine banks, and an extended area of operation for the Maine Industrial Building Authority which guarantees payment of mortgages for industrial building construction.

Two or three executives called for improved service in railroad freight handling, another wanted a better community attitude toward his industry. Local tax procedures were compared unfavorably with those of other states. The desirability of more and better vocational training was expressed. More attention to the study of science and mathematics in high schools was recommended.

Other recommendations in the field of education included earlier career orientation of high school students and a better understanding of economic history of Maine people, which would inculcate more appreciation of industry's value to the communities and the state.

GOOD LABOR RELATIONS

On the credit side, one mill manager who had experience in the South said that he has found Maine workers to be better educated and to possess more initiative. He has no labor turnover problem in Maine, he said, and worker productivity is highly satisfactory.

Another, while lamenting a scarcity of technicians in Maine, particularly in electronics, praised the adaptability of Maine workers and their ability to learn new skills quickly.

RECREATION TO BOOM

Maine's recreation industry potential was rated highly. "We haven't scratched the surface yet," one executive said. Another predicted the state could become the "cream of the crop."

A marine instrument manufacturer recommended that more salt water marinas be constructed, particularly those capable of servicing the yacht trade, which he termed "the cream of the crop."

The breakfast was the third in the current series. Invitations are limited to about one hundred, to provide for extended comments by the participants.

HAIL, ADM. LEAVITT!

The Texas Navy once more has honored the ships and the men of Maine.

At the request of Governor John Con- nally of Texas, Governor Reed proffered to Ralph A. Leavitt of Portland the certificate and the ten gallon hat which constitute the appointment and the uniform of an admiral of the Texas Navy. The ceremony occurred in the Executive Chambers, when Admiral Leavitt was confirmed as Executive Council for reappointment to the Board of Trustees of the Maine Maritime Academy.

Leavitt, a charter member and chairman of the board, was one of the founders of the Maine academy. Connally's letter which accompanied the Texas Navy appointment cited Leavitt's valuable service in promoting a maritime academy for Texas and the ten gallon hat which constitute the appointment and the uniform of an admiral of the Texas Navy. The ceremony occurred in the Executive Chambers, when Admiral Leavitt was confirmed as Executive Council for reappointment to the Board of Trustees of the Maine Maritime Academy.

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