12-1-1964

Maine Developments, May - December 1964

Maine Department of Economic Development

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Maine Gains In '64

by
Standish K. Bachman, Commissioner
Department of Economic Development

The first eleven months of 1964 brought 28 industrial expansions (other than pulp and paper) and 15 new industries to Maine, adding 1,714,380 square feet to the state's active manufacturing floor space and projecting 3,076 new jobs, according to Department of Economic Development records.

Meanwhile, pulp and paper mill expansions announced or in progress during the year soared to a total of more than $220,000,000 in added capital investment, an unparalleled figure in Maine's economic history.

The shoe and leather industry with its affiliates, already the leading Maine employer and third largest industry in value of shipments, announced or registered top place with the greatest number of expansions and new plants: nine and four, respectively.

A diversity of industries was represented in the 1964 gains, ranging from ladies' dresses and lace through chemicals and food processing to travel trailers, printing machinery, machine shops and truck bodies. Nine of Maine's sixteen counties participated in the industrial gains, from Aroostook in the north with four expansions, to York in the south with five expansions and three new industries.

Maine paper companies recorded by DED as announcing expansions in 1964 were: S. D. Warren Company, Westbrook, $32,000,000; Great Northern Paper Company, Millinocket, $15,000,000; St. Regis Paper Company, Bucksport, $25,000,000; Penobscot Chemical Fibre Company, Old Town, $15,000,000; for a total of $87,000,000. (Pulp and paper expansions announced in 1963 totalled $134 million.)

More interest in Maine mineral exploration and resource development was expressed in 1964 than in many years. Several large American and Canadian mining companies were exploring the commercial potential of copper, lead, zinc, and nickel deposits in Maine; there was renewed interest in granite production and in the manufacture of light weight aggregates from Maine marine clay.

In Blue Hill, Hancock County, a subsidiary of Denison Mines, Ltd., of Canada, began construction on a copper, lead, zinc, and nickel deposit. In Maine; there was renewed interest in granite production and in the manufacture of light weight aggregates from Maine marine clay.

In any event, our best estimates are that the Maine 1964 summer tourist business was up approximately eight per cent over the 1963 season, in number of out-of-state vacationers and in money spent within the state by them.
More Mergers

New Brooms & A Promotion

Exemplary Development

Maine Jumbos

More VALUE ADDED

CULCH
CONSTRUCTION CLIMBS

Maine future construction contracts for January through November increased 11 percent over 1966. The $13,900,000 design by F. W. Dodge Company, engineering surveyors reported. October contracts were 23 percent over October of 1966. Non-residential contracts for the eleven-month period of this year were $55,541,000, up 28 percent; residential at $37,224,000 were down less than one percent and non-

MAINE DEVELOPMENT

They have to go up in the air to get ore from underground.

MINE DEVELOPMENT

An estimated 12 million readers in the New York, Philadelphia, New Jersey and New England areas were invited to enjoy the brilliant foliage in Maine this autumn in the most intensive promotion of its kind ever conducted by the DED. Promotions appeared in September issues of Better Homes and Gardens, Good Housekeeping, Black Mountain Mining Company, a subsidiary of Dominion Smelting Corporation, won the two-year advertising prize of $750,000. Last year the Dominion Smelting Company was one of two companies to go into operation in 1966. It was estimated that there's enough ore at the site to keep the mine operating for at least ten years.

FALL FOLIAGE

The results he achieved are almost as fabulous as the fable he had set out to duplicate.

REX EVEN PICKLES

The feast, quite appropriately enough, consisted of a goodly show dinner like the ones they devour at the famous Rockland (Maine) Lobster Festival even unto this day. There were lobsters, clams, caviar, and buffalo horns, as in the nearby picture, and more than one dipser served up red wine to go with them. It was a delightful show dinner, and everyone was pleased. And that is exactly what everyone meant.

TEN EYES PICKLES

The results he achieved are almost as fabulous as the fable he had set out to duplicate.

BEMISHA BURGESS

Reggie's story on Maine's claim to the first Thanksgiving Feast, wisely released about the middle of November when the newspapers in more than 40 states. It was

PROMOTION-INDUCED

Because Maine has the reputation of be

PAEAN FOR THE PRESS

Earle Dunnette, whose Maine Today column serves as the state media relations for the three major networks and some others. Maine's own Carl de Sarte devoted a full quarter-hour to it on his popular morning radio show on Boston's WZLF, while Reggie himself was interviewed live over WNAQ radio in Boston.

It was used in Johnny Carson's Tonight show on the NBC-TV network and by Betty Furness in her morning show over the CBN radio network.

One Maine lady, bless her, proudly re

For Reggie Burgess, casting about for a gimmick which he might use to publicize Maine without the State's having to pay advertising expenses, he stumbled on an idea that was a cross between the first Thanksgiving Feast fable. He went on to work it.

Who says so?

It's in the history books, for all lovers of truth to read.

But, history books being as they are, only confirmed students like John Gould of Old Line Shay, Mrs. Jennie LaFrance and Chief Bruce Poolaw, all of the Penobscot tribe appear, (seated) Roger Ranco, Mrs. Made-

Down East

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The Fizzling Of A Fable

It happened of a Saturday, September 5, 1607, thirteen long years before the Pil-

Now they have seen Reggie's story, which is the first recognition that they have had of this event which is believed to be the first Thanksgiving Feast in America.

And the facts don't fit the fable.

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Maine Products Show

The Fourth Annual Maine Products Show, DED-produced in the Portland Exposition Building in August of this year, is now history. But it continues to produce items worthy of the record and, if previous Shows are to be criteria, will continue to do so for months to come.

The purpose of the Maine Products Show is two-fold: to stimulate sale of Maine products, and to afford Maine citizens and vacationing visitors the opportunity to be impressed by the variety and excellence thereof. An estimated 50,000 embraced the opportunity.

That the Shows produce business for Maine industry may be inferred from one exhibitor’s statement, among the evaluations on file in the DED office: “Directly or indirectly the Shows have produced somewhere in the general neighborhood of $300,000 to $400,000 of business for us.”

SALES AIDS

Among the selling aids enjoyed by Show exhibitors this year were the presence of 396 professional and executive visitors, all of whom responded to Governor Reed’s personal invitations to come to the Show; and some 250 private business interviews arranged for Maine industrialists by DED with Government and prime contractor procurement agents.

Commissioner Bachman sent 750 invitations to Maine manufacturers to participate in these interviews, whether they were exhibitors at the Show or not.

The Maine World Trade Council asked 67 U. S. Embassies in all parts of the world to urge foreign buyers who might be in this country at the time to visit the Show.

The DED hosted 16 publishers, editors and writers of financial and business publications from New York, New England, New Jersey, Philadelphia — even Michigan — for a busy three days of plant inspections, industrial tours and news conferences.

Cooperating and greatly aiding DED as hosts to the writers were the Central Maine Power Company, Greater Portland Chamber of Commerce, Area Development Council, Maine Port Authority, Pulp & Paper Industry, Departments of Agriculture and of Sea and Shore Fisheries, Maine Parks and Recreation Commission, Maine Truck Owners Association, Maine Industrial Council, Portland Press, TV and Radio.

PUBLICITY FOR MAINE

Three days after Show’s end a 1,000-word story and three-column picture, highly complimentary of Maine’s industrial progress and potential, appeared in the Boston Globe, which enjoys a circulation of nearly one-half million throughout New England. Since, a dozen stories about Maine have appeared in business and financial journals and more will be forthcoming from the writers, publishers and editors who were guests at the Maine Products Show.

The editor of the Greater Philadelphia Chamber of Commerce News started his story: “If you sometimes wonder how some states and their industries — get a lot of image-building, sales-producing space in publications throughout the country, while others appear to be ignored, read on about a promotion campaign staged by the State of Maine” — the Maine Products Show.

A story with pictures of a beef barbecue for 1,500 persons which opened the Show is scheduled for use by Ida Bailey Allen in her food column which King Features syndicates to 800 newspapers throughout the country. The Maine Department of Agriculture, Maine Feeder-Calf Association and Maine Civil Defense and Public Safety Agency assisted in the preparation and serving of this tangential feast.

The beef was charcoal broiled with a cord of hardwood in a pit six feet deep, 20 feet long, served upon 150 tables in a tent 60 feet wide, 240 long.

Perhaps Governor Reed had in mind some of the above not-so-obvious benefits which the Show brings to Maine when he called upon 1,500 dinner guests for an expression of appreciation for the work of Clarence F. McKay, DED’s Director of Exhibits, who manages it. An ovation ensued.

A-PLUS IN HISTORY

For the second time in a row Maine leads all other states in the number of awards by the American Association of State and Local History in the United States for excellence in historical programs. A 1964 Award of Merit was presented the Phippsburg Historical Society and Commendation Certificates were earned by the Brick Store Museum in Kennebunk and the Deer Isle-Stonington Historical Society.

Last year, Maine received five of the 16 national awards conferred by the Association.

ELITE COUNCIL

Organization of the Elite Council of advisors to the Department of Economic Development was accomplished when nine members of the 12-man body were guests of Governor Reed at a breakfast in Blaine House November 30.

The Council, organized at Commissioner Bachman’s request, is comprised of retired men of professional and executive rank who have volunteered their services as advisors to the Department in their respective specialties. They also will provide liaison with executives of out of state industries which the Department seeks to interest in a Maine plant location.

The members include men who held high posts in the mining, electronics, chemical, shipping, shipbuilding, public relations and other industries and occupations. In appreciation for their services the Governor presented the members a Maine slate plaque with the State seal and the member’s name engraved on a bronze plate.

The councilors were briefed on the Department’s Maine promotion program by Commissioner Bachman and provided with informational kits on Maine development.