TOURIST OUTLOOK GOOD

Maine can expect a 1965 vacation travel season that will top last year's record-breaking year, according to early indications.

Inquiries handled by the Maine Publicity Bureau concerning Maine vacations were more than ten per cent above last year's as of March 22 — and gaining steadily. Inquiries received during the period March 22-26 were more than 25 per cent ahead of the same period a year ago.

DED personnel who worked the eight travel shows in which Maine exhibited this season reported an unexpectedly large interest in Maine vacations among midwesterners who attended shows in Cleveland, Cincinnati, Chicago and Detroit.

Robert O. Elliot, director of DED's Vacation Travel Promotion Division, was especially pleased with results at the Chicago National Boat, Travel and Outdoors Show. This show, one of the largest and best in the country, drew 407,000 paid admissions during the nine days it ran in March. Average attendance at other shows in which Maine participated was 175,000.

"Maine hasn't exhibited at the Chicago Show for ten years," Elliot said. "At that time we were disappointed at the small interest we were able to arouse in Maine vacations. Everyone said we were too far away.

CHICAGO'S NEARER NOW

"But this year there was considerable interest expressed in vacationing in Maine by people who obviously were financially able to come here. We ran out of printed material before the show was half over, and had to replenish our stock from Maine by air freight."

One reason for midwesterners' increased interest in Maine vacationing is the very substantial improvement in transportation. Air travel is faster, but, more important, modern highways enable a family to travel by car from the Midwest to Maine in comfort and in a fraction of the time required only a decade ago.

Another factor in the interest in Maine is the burgeoning enthusiasm for outdoor vacations in which entire families can participate. This interest appears to be especially strong in the Midwest. Several of the large metropolitan dailies of the area have outdoor pages, as compared with the short outdoor "column" which appears in many newspapers elsewhere.

The sale of hunting and fishing licenses and statistics on use of public campgrounds indicate that participation in outdoor "sport" far exceeds the total number of paid admissions to spectator sports such as baseball and football.

Maine, with some 180 private tenting areas containing 8500 sites, with its hundreds of picnic areas, and outdoor cooking and camping areas maintained by the State Park and Recreation and the Maine State Highway Commissions and by the Maine Forest Service, is in an advantageous position to satisfy this demand.

Maine has the forests, the mountains and the waters both inland and coastal which provide the basic requirements for memorable outdoor vacations. Maine has the camp grounds, the resorts, motels and hotels which are necessary for the full enjoyment of the natural attractions — and more are planned.

And Maine, with its travel show exhibits, its up to date advertising and its nation-wide publicity is letting the prospective customers know about it.

ENDURING TRIBUTE

"... Katahdin in all its glory forever shall remain the mountain of the people of Maine."

And the gratitude of the people of Maine to former Governor Percival P. Baxter who bestowed upon them and their heirs the 200,000-acre Baxter State Park with its Katahdin Mountain shall forever be attested by a commemorative plaque in enduring bronze, to be displayed in the Maine State Museum in the State House in Augusta.

The plaque, 22 by 23 inches, was presented at a joint convention of the House and Senate during a "Welcome Back Day" observance with which the 102nd Maine Legislature recognized former state officials and members of past legislatures who attended the ceremonies.

The plaque contains a representation of Katahdin as viewed from the west in bas relief with the following wording in raised, polished bronze letters:

(Continued on Page Two)
Among men, a mountain.

... by the Hodgkins outfit because it's too large or too small or because it can't be done.

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Hodgkins

During World War II about 90 per cent of Hodgkins' output was for national defense, largely Navy. With the increase in boat building on the Maine coast custom marine work is getting to be an increasingly important part of the foundry's output.

KENNEBRONZE & KENNELOY

The half million-dollar yacht "Ventura," built in Southwest Harbor, is fitted out in Kennebronze, the trade name for Hodgkins' bronze castings. And so many other craft launched on the Maine coast. Hodgkins' winch heads and tackle blocks are used extensively throughout the U. S. fishing industry.

The foundry pours 15 specifications of bronze, six of aluminum alloys. The aluminum castings are marketed under the trade name Kenneloy.

Earl Hodgkins goes after the marine business — all he can get of it — but he doesn't intend to put all of his eggs in one basket. The memory of what happened when the street railway business petered out is too strong. Among his diversified products are Kenneloy cable-strunging blocks and assemblies of high tensile aluminum, bronze memorial tablets and cast ornaments, and a "Universal Jack" for holding moccasins or shoes for hand sewing.

BIW SHIPS FOR WEST GERMANY

The Bath Iron Works has been awarded another contract for vessels for foreign delivery.

A few years ago the Bath shipbuilding concern built several fishing trawlers for delivery to France. Now they'll build three guided missile destroyers for delivery to West Germany.

The contract for $45,754,000 was awarded by the U. S. Navy Department, which will sell the destroyers to West Germany, with two delivered on the 1st and one in April of 1969. They are similar to four destroyers which BIW completed for the U. S. Navy four years ago.

In 1963 the Bath Iron Works was awarded a Navy contract for three guided missile destroyer escorts for delivery in 1966-67. The company presently employs 3300.

The Portland Press Herald editorialized on the West German transaction: "That nation can rest assured right now that nowhere in the world would it have found a better builder."

KEZAR MILL RE-OPENS

The Kezar Falls Woollen Co. mill was purchased by the owner of the Baxter-Woolen Mill of East Rochester, N. H., for $450,000, it was announced. The mill had been closed by its former owner, the Robinson Manufacturing Company for about three weeks. Charles E. Baxter,Sr. said the mill will reopen at once and that the approximately 260 employees will eventually all be re-hired.

Governor Reed commented, "the culmination of intensive efforts on the part of the Kezar Falls community in cooperation with the Maine Department of Economic Development and federal agencies to save an industry and most important, 260 jobs."

MAINE WELCOMES CELEBRITY

What can a small town offer that outweighs a $40,000-a-week career in show business?

Jack Paar, who's moving to Poland Spring, Maine to run his recently acquired radio and television stations there when his NBC contract expires in June, answered the question in an interview published in Newsweek:

"Just 100 yards from the studio (WMTW Radio & TV) there's a ski slope. In the summer I walk 25 yards and I'm on a tremendous golf course. And a quarter of a mile away there are three lakes where I can fish. That is what I always wanted. I never wanted to be a celebrity."

Governor Reed has expressed his pleasure at Mr. Paar's decision to become a resident of Maine and has welcomed him most cordially to the fold in the name of the citizens of Maine.

Mr. Paar's name will be a welcome addition to the roster of such distinguished names as Andrew Wyeth, Robert T. Triem, Tam Coffin, Pierre Monteaux, Longfellow, Charles Augustus Lindbergh, Garry Moore and other well-knowns of many endeavors who have been full time, part time or sometime residents of Maine.

Welcome, Jack Paar! Welcome to Maine!