Higher education - A major Maine industry?
INDUSTRIAL DEVELOPMENT

Economic Development is a relatively new function of state government. Little understood by many and often not fully comprehended, in all of its possibilities, by some of us who are actively engaged in it.

I am sincere in the belief that a better understanding of the aspirations of the Department of Economic Development, the obstacles it faces and the efforts by which it seeks to overcome them, will bring about a marked increase in citizen cooperation with the Department. We are all interested in the development of Maine. We must all have a share in bringing it about. Understanding is the first move in this direction.

The personnel of the Industrial Promotion Division has averaged four men on a full-time basis during the past fiscal year. During this period 304 calls upon industries out of state and 120 calls upon Maine industries and local development groups were made. There were 1921 what we term minor telephone contacts and 775 letters of inquiry answered.

Selling out of state industrialists on the advantages of a Maine plant location is a major function of the Department, but we consider the rendering of assistance to our existing Maine industries to be of even greater importance.

A partial listing of the in-state activities of the Industrial Promotion Division would include: forming and assisting local development groups; site location service; service calls on Maine industries; speaking engagements; assisting in financial programs; marketing assistance to new and expanding industries; assisting directly to reopen closed industries; working with Federal and other agencies.

I would like to point out that each member of the Industrial Promotion Division has a background of successful executive or managerial experience in business, industry or government. It is not easy to recruit such abilities for state service. And it is rare indeed to find such dedication to the job as is demonstrated by our Industrial Representatives.

Four of them, during the past fiscal year, contributed week end and evening hours of overtime totaling 1249 hours, without compensation. This was their personal contribution to the economic development of Maine.

Standish K. Bachman,
Commissioner,
Department of Economic Development
THE MORNINGSTAR CASE

The landscaped Morningstar Corporation plant with its clean architectural lines is an aesthetic as well as an economic boon to Kennebunk.

(EDITOR'S NOTE: This account of the negotiations which preceded the opening of the Morningstar Corporation extruded plastics plant in Kennebunk February 1, 1966 is condensed from the daily activities report of Paul F. Brogan, Department of Economic Development Industrial Representative who was assigned to the project. Brogan's full report contains 93 entries on 13 typed pages, single spaced. The project involved conferences and site inspections in more than ten Maine cities and towns, 38 conferences and inspections in Kennebunk, 18 conferences at the Morningstar offices in Cambridge, Massachusetts and one conference in Washington, D.C.)

Information that the Morningstar Corporation of Cambridge, Massachusetts was considering locating a new plant to expand production reached Lewis R. Doering, then Director of the Department of Economic Development Industrial Promotion Division (now a Deputy Commissioner) and Paul F. Brogan, Industrial Representative of that division from different sources, almost simultaneously.

It was ascertained that the company was a reliable and rapidly growing concern. The proposed new plant and equipment would require an investment of about one million dollars. The company had under consideration locations in other states.

Following is the first entry in Brogan's report on the Morningstar negotiations:

8/18/64 Mr. Doering and myself kept appointment with Mr. Otto Morningstar, president of the corporation, in Cambridge. This firm is an excellent prospect. We toured their existing facility and observed conditions of labor and management. They will initially employ 50-100 persons with expansion possibilities of 300. I was impressed by the possible Maine sites which we might meet their specific requirements.

During the following days contacts were made with the Small Business Administration regarding financing and with Maine industrial agents and others interested in development, concerning available Maine buildings and sites. These included Charles Cale, Kennebunk; Hugh Marshall, Biddeford; William St. Ongs, Sanford; Eugene Martin, Greater Portland; Bernal Allen, South Portland; Sam Michants, Lewiston; Woodbury Backett, Auburn and Industrial Development Division personnel of the Central Maine Power Company.

9/1/64 With Mr. Robert Mungall, general manager of Morningstar, we viewed sites in Sanford, Biddeford (2), Kennebunk (2), Greater Portland (3) and a site owned by the Central Maine Power Company. My impression was that Mr. Mungall was most interested in Sanford and in Gorham.

9/2/64 Assembled additional information on Lewiston-Auburn and Lisbon Falls area, on request.

9/3/64 Viewed selected sites with Mr. Morningstar and Mr. Mungall. My impression was that Mr. Morningstar favored the Sanford venture building (now occupied by the Sprague Electric Co.). Ed's note. He also requested more information on the Portland venture building.

After inspection of many sites the Morningstar interests finally settled upon Kennebunk as the location for their new plant. This was partly the result of a survey by Brogan which indicated a sufficient labor pool; general appearance of the town and its efficient local government, and proximity to the Cambridge plant. An official of the Maine Turnpike Authority agreed to sell approximately 15 acres of land, necessary to the project, adjacent to the Turnpike, "because the Authority wishes to help in the economic development of Maine". Construction plans and costs provided by a Lewiston construction company were approved.

Brogan helped prepare an application for Area Redevelopment Administration (now the Economic Development Administration) funds; activated a bond selling campaign by the Kennebunk Development Corporation and arranged for contacts with two Maine banks and a Boston bank to explore financing.

Two months had elapsed, and the project was off the ground. Relatively clear sailing could be expected from here on in.

And then, as so often happens in an industrial development project, the storm clouds gathered and the winds of adversity began to blow.

A Maine industrialist wrote to Mr. Morningstar advising him against a Maine plant location, alleging inadequate and unsatisfactory Maine labor.

Another expounded upon what he termed the "burdensome injustice" of the Maine Use and Sales Tax. It was determined that re-zoning would be necessary to permit construction at the desired location. Some influential Kennebunk residents protested new industry locating in the town. Failure to locate suitable ground water resources on the property created a serious problem. There was a sewerage problem. And others.

One by one these problems were solved, with the staunch help of local and other development minded people.

And then the bottom really fell out of the basket. The project met every requirement of ARA regulations. Notice that funds from the agency would be forthcoming was expected daily. Instead, came word that the ARA was temporarily out of funds.

The new Morningstar Plant began operation February 1, 1966, 17 months after Brogan's and Doering's first interview with the Morningstar president in Cambridge. When they met, the town was on a long road with many turnings and perhaps more than its fair share of ups and downs, but it brought a new, modern, landscaped industrial plant to the State of Maine, and created 140 new jobs for Maine people.

May 5, 1965, a hurried trip to Washington was made by Brogan, accompanied by Judge John Carey, Bath, ARA Advisory Board member; Maine ARA coordinator Jerome Barnett, Harry Mapes, Kennebunk Development Corporation president, and others. Maine U.S. Senator Edmund S. Muskie was informed, and there was a meeting with ARA top officials to explain the urgency of the situation. Twenty days later Mr. Morningstar was informed that the agency would somehow obtain the required funds.

Even then there were obstacles and delays — a shortage of steel for one thing. Brogan stayed with the project for another seven months, ironing out wrinkles as they occurred. His last activities report entry was:

12/10/65 Met with Mr. Robert Mungall, Mr. Henry Alberti, (president of Alberti, LaRochelle & Hodson Engineering Corp., Lewiston), the contractor's superintendent and subcontractors to initiate activity to speed up construction.

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Plastic cases for computer tape reels are the principal product of Kennebunk's new industry.
What is there about Maine which enables the State to consistently attract, year after year, so many visitors of such varying tastes?

Is it the highlands or the lowlands; the inland waters or the coastal waters; the great forests, the fertile farmlands, the gentle villages, the bustling cities; the friendly natives, the dour ones?

It isn't anyone of these things — it's all of them. It's the variety of opportunity for pleasurable recreation which makes Maine so enticing to tourists.

Even those who come to Maine to participate in a single sport find opportunities for variety.

Consider hunting, for instance.

During the season the hunter may pursue his favorite game or a combination of game all day long, from sunup to dark, if he wishes. Or he may add the spice of variety to his pleasure by fishing for the descendants of the trout and salmon which fed the troops in one of the most punishing expeditions in military records. If he's a shutterbug he can bring back snapshots of an area rich in early American history — pictures that he made while taking a break in the pursuit of fur, fins or feathers.

This opportunity for plural pleasure is provided by a bonus system of "special seasons" which permits limited fishing in designated waters after those waters are closed by the general law. (Brooks close August 15, rivers September 15, lakes September 30 under the general law.)

Saltwater species below the Augusta dam may be taken at any time. The Kennebec's mouth is a haven for schooling bull stripers in the fall.

The Kennebec River is the waterway up which Benedict Arnold took his rabble-in-arms troops to assault the citadel at Quebec, a tale of extreme hardship so graphically told by the late Kenneth Roberts in his historical novels.

The sportsman who visits this section of Maine nowadays has life far easier. Good accommodations — motels, cottages, restaurants are available and so are camping sites in many locations.

Other waters open to fishing during the early hunting season include some located in Washington County, famous for its black bass.

In October, which many insist is Maine's most enjoyable month out of doors, the hunter may legally take certain birds, small game, even bear and bobcats. Just about everything is open statewide except the deer season.

Bow hunting for deer begins October 1 and by mid-October the northern firearms deer zone opens. The central zone opens to firearms deer hunting October 21 and the southeastern and southwestern zones open November 1 and November 5 respectively. The statewide closing date for deer hunting is November 30, except for the two southern zones which close December 5.

But you can hunt for the flavorful ingredient of rabbit stew or hasenpfeffer from October 1 to March 31 in 12 northern and central counties; until February 28 in four southern counties.

The pheasant and partridge seasons run concurrently from October 1 to November 15. Migratory birds and ducks are under federal regulation.

And this is the variety which Maine offers the sportsman: camping, fishing, hunting, picture taking and a bit of history — all gift wrapped in a package of glorious autumn foliage.
Ted Janes, OUTDOOR LIFE editor (left), enjoys Washington County bird hunting.

Merrymeeting Bay on the Kennebec River is a mecca for duck hunters.

Students walk to classes, inspired by autumnal beauty at the University of Maine Campus, Orono.

MAINE AUTUMN — BELOVED OF STUDENTS AND SPORTSMEN

A relaxing pleasure for visitors and students at Colby College.

Wesleyan visits Bowdoin (white jerseys) on a sparkling autumn day.

In Maine there's a special open season for bow and arrow deer hunters.
Each autumn, with the reluctant departure of the summer folk, a major Maine industry (Vacation Travel) ends its peak season and another shifts into high gear.

From almost every state and from many foreign lands students by the thousands throng to enter the fall semesters at Maine's 18 degree granting colleges and its State University.

Does the economic impact of higher education warrant its designation as one of Maine's major industries?

The 102nd Maine Legislature recognized its importance to the state's economy when it created a twelve-member commission and appropriated $50,000 to study higher education in Maine and to recommend a master plan for its development here.

Meanwhile, MAINE'S Editor interviewed college and Department of Education officials and came up with these facts and estimates:

Some 6000 freshmen will invade the halls of learning this fall, to swell the ranks of students enrolled in Maine colleges to the number of 17,872. An estimated 40 per cent of these will be out-of-staters. College students will spend almost $17 million for tuition, ranging from $100 each for Maine citizens at the five State Colleges to as high as $1750 at some of the private institutions. For board and room they'll spend approximately $7,319,000.

In addition, if the estimate of one small college is correct, they'll spend an average of $285 each off campus, which will enrich the merchants of Maine by more than $5 million.

If we include student expenditures for books and materials and for laboratory and other fees, perhaps it would not be too far from reality if we were to estimate that college students spend somewhere in the neighborhood of $20 million annually in Maine.

But this is only half the story.

It's common knowledge that payments by students do not cover the actual cost of college operations. The difference is made up by federal and state appropriations, grants, awards, by gifts and bequests from private sources and by income from investment of endowments.

MAINE'S editor estimated that Maine colleges expend on an average of approximately $2270.50 per year in operating expenses per student, for a total of $40,578,376. Salaries and wages for the 1288 faculty members and the 2500 or so administrative and maintenance officials and workers represent slightly more than half of the operating expense, or an estimated $21,272,088.

Now let's compare our estimates with the statistics for the 18 classifications listed as major Maine industries in the Department of Labor and Industry's latest "Census of Maine Manufacturers":

The estimates would rank Maine's college "industry" seventh from the top in gross wages paid, sandwiched in between the sixth place food industry with its $46 million payroll and the machinery and ordnance industry which pays gross wages of $16 million. The colleges' 2341 workers would entitle higher education to tenth place in number employed; just 97 below the electrical machinery industry and topping the printing industry by 157 workers.

How would the 2829 degrees conferred by Maine's colleges this year compare with the product value of Maine's manufacturing industries?

It's hard to say.

Burning the midnight oil at St. Francis College, Biddeford.
The Bureau of Labor Statistics of the U.S. Department of Labor in 1963 estimated that the lifetime earnings of a college graduate average almost double the income of the holder of just a high school diploma; $417,000 to $247,000.

But higher education in Maine is worth far more to the state than just the jobs it provides or the wages it pays or the degrees it awards.

Proximity of a good university or college is becoming a major factor in the location of new plants for certain types of industry. The Department of Economic Development can cite instances wherein industries have located in Maine because college research laboratories are available and because of the opportunity for company personnel to pursue advanced studies.

Another product value difficult to assess is the cultural benefits which colleges offer to the public at minimal or no cost: concerts, recitals, art exhibits, lectures, theatricals and the like.

Manufacturing industries come and go, but rarely does an institution of higher learning close its doors or move to another community. Bowdoin College was founded in 1794 and is still growing. In fact ALL Maine colleges and the State University are growing.

MAINE appears to be justified in taking the position that higher education qualifies as a major industry in this state, and that it is one of the most desirable of industries.
BROWSER'S BALIWICK

The staff of MAINE is most happy and grateful for the warm welcome which greeted the first issue of the new OED-sponsored magazine.

Business, industrial and government executives and a college president were among the many who wrote letters of commendation.

Comments included: "A great beginning! This publication brings the image of Maine to the world," the executive director of the Maine State Film Commission.

"We have received many requests for mailings of the magazine to friends of Maine as far away as California," the executive director of the Maine State Film Commission.

"The prototype was built in kit form and it's expected that a dozen or so commercial fishing boats - a 35-footer built of plywood and polypropylene, without a frame in her. She can be launched in waters of his choosing."

The Department of Economic Development transmits this information to the news wire services and to its tourist information centers in New York and Montreal. The OED also publishes a booklet, "Maine in Autumn," which describes the wonders to behold here at this season of the year.

NEW DIRECTOR

Robert G. Ramsone has been appointed Director of the Industrial Promotion Division of the Department of Economic Development.

Ramsone, 46, of Lisbon Falls, succeeds Lewis R. Doering of Hallowell who was appointed a Deputy Commissioner to supervise the Divisions of Industrial Promotion, Research, and Planning, and Geological Survey.

Ramsone studied mechanical engineering at Swarthmore College and business administration and marketing at Taylor Business College, Philadelphia. He has held management positions in engineering and production in several companies including Westinghouse, Deering Milliken Corp., and Proctor Silex Corp., Puerto Rico, of which he was president and general manager. He was for three years president of Associated Industries of Puerto Rico.

Since joining the OED as an Industrial Representative about two years ago Ramsone has been assigned to projects which resulted in bringing new industries to Maine, including the wooden textile company. Lisbon Mills, Inc., which now occupies the vacated J. P. Stevens mill in Lisbon Falls.
Summer smiles and sings her swan song
in the dazzling days of fall
And that’s the time to be in Maine. Here, a
host of special pleasures accompanies nature’s
final burst of beauty.

Suddenly the fresh, clean air is fresher,
clearer. The car slows to a stop, you sigh, gaze
at the foliage, and marvel that a camera can
capture its beauty.

First you hesitate, then turn to follow a near-
forgotten country road, scattering leaves that
have settled undisturbed for days.

Soon, pumpkins piled high. County Fair!
“Antiques ahead”. Then, a crisp juicy bite
from an apple as you stand under the limb
where it blossomed, grew and waited to be
picked.

Football, cornstalks, a scampering squirrel,
good food and the welcome warmth of a fire-
place at evening. Cider, songs, silence and a
leaf that flutters for a moment, then settles for a
brief voyage on the stillness of the lake —
these are the joys of fall in Maine. No wonder
winter patiently waits in the wings.

Make your plans to come fall in love with fall
in Maine. Mail the coupon for 32 colorful
pages of pictures and maps plus a special fall
foliage folder. Then, come fall —

Come to Maine!

Write: Maine Vacation Service
1210 Gateway Circle
Portland, Maine 04102

Name_________________________________________
Address_______________________________________
City___________________________________________
State___________________________________________
I am also interested in:  □ Hotel-Resort  □ Motel
□ Camping  □ Housekeeping  □ Fishing  □ Hunting

This full page color advertisement appeared in national magazines with 661,000 circulation during the Fall of 1966.