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1974

# Greater Opportunities in Bangor and Brewer for Radio and Television Equipment Producers

University of Maine Social Science Research Institute

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1974

**MAINE**



**GREATER OPPORTUNITIES IN  
BANGOR AND BREWER  
FOR  
RADIO AND TELEVISION  
COMMUNICATION EQUIPMENT PRODUCERS**

UNIVERSITY OF MAINE LIBRARY  
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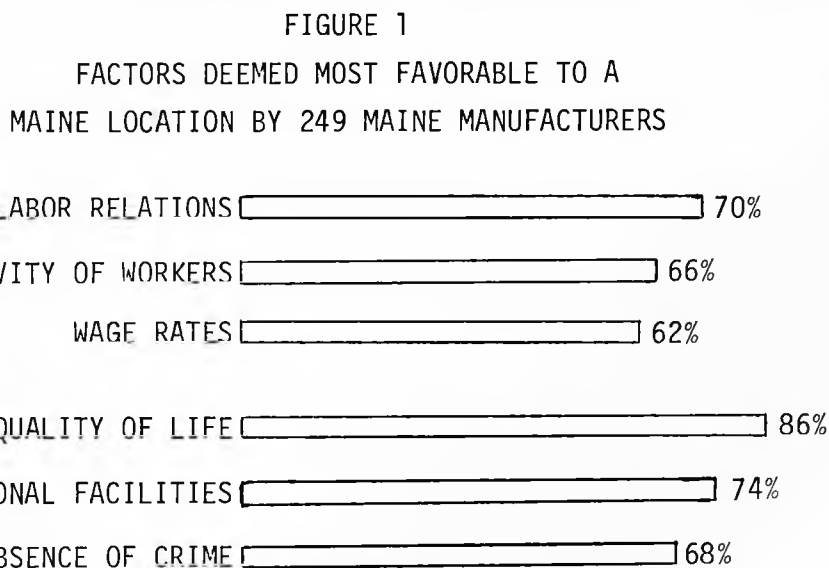
## PROFIT IS THE NAME OF THE GAME

Profit's the reason to consider the Bangor-Brewer area of Maine for your next plant. We can offer you the opportunities to operate profitably, and sound research backs us up. This research was sponsored by the New England Regional Commission which selected the Bangor-Brewer area as one of the major growth centers of all New England. The research was completed in 1974 by the Social Science Research Institute of the University of Maine at Orono, with the cooperation of Maine manufacturers and area business leaders.

Our research places the Radio and Television Communication Equipment industry (SIC 3662) in the top ten American industries whose

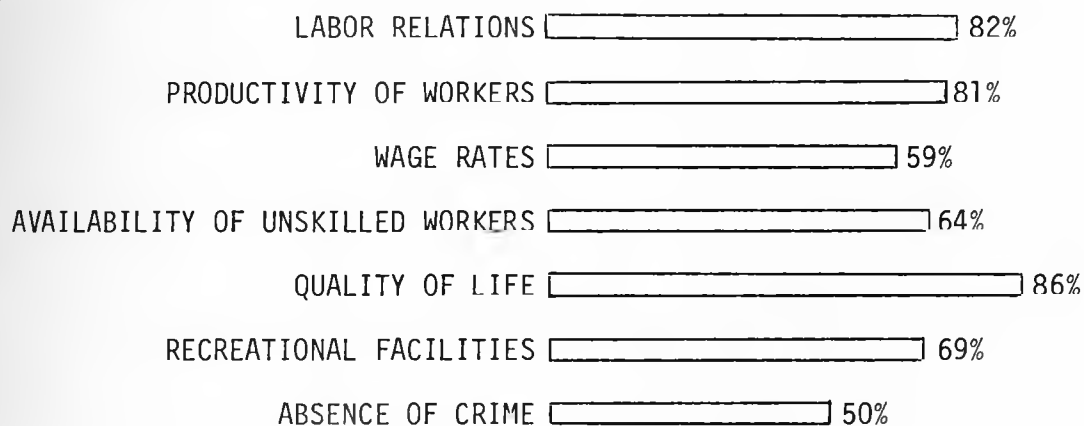
needs fit our most available resources and community desires for good industrial neighbors. Maine has its drawbacks, sure, but look at what Maine manufacturers told our research team about why they like Maine as an industrial location. And keep in mind, the sample includes national electrical machinery firms that didn't come here out of any sentimental illusions about what we have to offer. They haven't regretted it. And neither will you.

As part of our research we surveyed our existing manufacturers to determine how they viewed their Maine location. Figure 1 relates what factors the 249 respondents deemed most favorable.



Maine Manufacturers Survey, Social Science Research Institute,  
University of Maine at Orono, 1974.

FIGURE 2  
FACTORS DEEMED MOST FAVORABLE TO A  
MAINE LOCATION BY 29 MAINE MANUFACTURERS OF  
FABRICATED METALS AND MACHINERY  
(SIC 3400-3600)



Based on a survey of manufacturers in the fabricated metals and machinery industry conducted in June 1974 by the Social Science Research Institute of the University of Maine at Orono.

When we looked more closely at manufacturers whose production is similar to yours (Figure 2), we found even more justification for our claims about Maine's suitability for your company. As the chart at the top

of this page illustrates, manufacturers of fabricated metals and machinery are particularly pleased with Maine's advantages in labor relations, worker productivity and supply of unskilled workers.

### How You Were Selected

To choose the ten industries most compatible with the Bangor-Brewer region of Maine, the Social Science Research Institute of the University of Maine at Orono created the "Maine Model of Industrial Location."

Without going into the details, which can be obtained through the executive summary of the technical report, the "Maine Model" (Figure 3) ascertained the needs and desires of the community, as well as the community's resources, and matched these to known characteristics of all four-digit SIC manufacturing companies.

The guts of the matter are simply this. The known characteristics of any industry can be divided into two groups: those characteristics that make the industry more or less "desirable" to an area and those which make an area's resources more or less feasible for the profitable operation of an industry. Consequently, data was boiled down into two measures: a "desirability index" and a "feasibility index."

The "desirability index" was obtained by taking industry measures in fourteen categories including growth, employment opportunities,

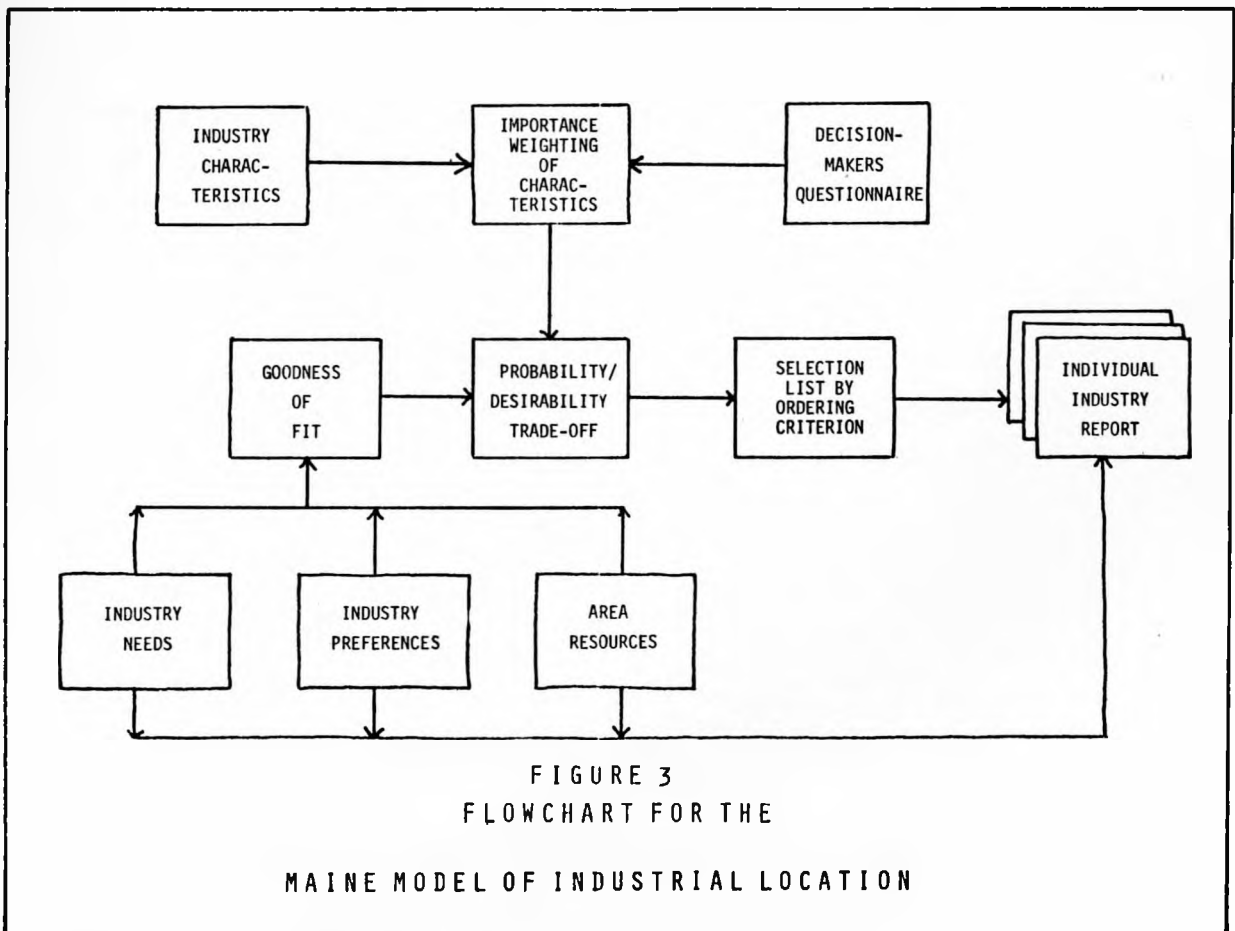


FIGURE 3  
FLOWCHART FOR THE

MAINE MODEL OF INDUSTRIAL LOCATION

value added, and environmental issues among others. Since we could not assume that these characteristics were equally important to a community, we established a profile of community preferences by sending a large number of community leaders questionnaires that enabled them to evaluate the relative characteristics of the industry. These were applied as weights to the industrial characteristics.

The "feasibility index" was somewhat more complex. Four major categories were used to determine how feasible it would be for any industry to locate in the Bangor-Brewer area. These criteria were relative wage advantage, availability of inputs, availability of markets, and "rural orientation," which shows a general preference of companies in an industry to locate in rural areas. For those industries currently represented by at least one company located in Maine, a second criterion was added to the first. This involved surveys taken of manufacturers in the industry to determine the relative advantage of Maine location in various characteristics. As a final measure, industries were screened against the EDA volume entitled Industrial Location Determinants 1971 to 1975.

Using the outputs of the Model and inputs from the area's leading business decision makers and community leaders, your industry was ranked among the top 10 in the nation in terms of suitability to the greater Bangor area. Now let's examine the specific reasons.



FIGURE 4

CAN THE BANGOR AREA MEET YOUR LOCATIONAL REQUIREMENTS?

The Federal Economic Development Administration  
 reports these community attributes  
 as evaluated by your industry  
 (SIC 3662). Bangor has them.

Community attributes rated on importance to respondent:

A) of critical value; B) of significant to average value;

C) of minimal value; D) no response

	A(%)	B(%)	C(%)	D(%)	For Bangor, see page
Air passenger service.....	22	67	11	0	17
Local industrial bonds .....	0	11	89	0	11
Vocational training facilities .....	0	33	67	0	8
Higher educational facilities .....	0	78	22	0	8,14
Tax incentives or tax holidays .....	11	44	44	0	11
Fire protection .....	33	67	0	0	16
Contract trucking .....	33	56	11	0	18,19
Police protection .....	33	67	0	0	16
Local industrial development group .....	0	44	56	0	21
Pool of trained workers .....	22	67	11	0	8
Pool of unskilled workers .....	11	78	11	0	6,7

Source: Industrial Location Determinants 1971-1975. Data in this table are specific to product class 36621, commercial, industrial, and military electronic communication equipment.



PROFIT IS A FUNCTION OF LABOR COSTS IN RELATION TO PRODUCTIVITY

Statistics show that comparable average production worker wages in Maine are about half the national average (Figure 5) for the Radio and Television Equipment industry (SIC 3662). That's a significant attraction for locating outside a metropolitan area.

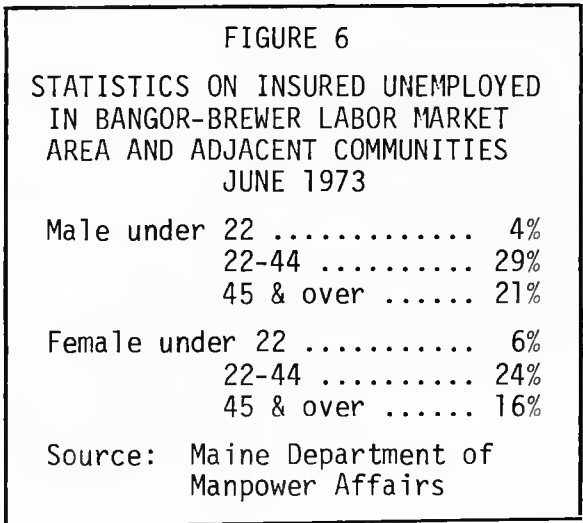
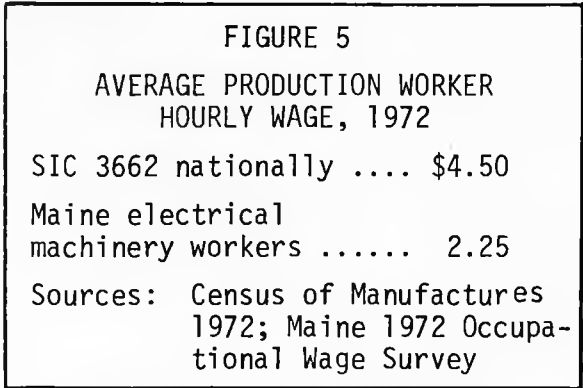
Profitability in a high-skill, labor intensive industry depends on the quality of its labor force. That's a major reason why we think you should consider the Bangor-Brewer area of Maine.

Manufacturers in your industry are already located in Maine, as are electronic components manufacturers. Fairchild Semiconductors, for example, the largest manufacturer of its type, is located here. Manufacturers of communication equipment, like yourself, plus manufacturers of electronic components now number over 10 in Maine.

Research tells us that fixed assets per employee in the Radio and Television Communication Equipment industry are in excess of \$7,000. But the payoff lies in the availability of skilled employees and their productivity in relation to their wages.

In a state and region that has suffered underemployment and unemployment, workers know the value of a

steady job (Figure 6). That's why GTE Sylvania, General Electric and Diamond International were swamped with job applicants a few years ago when they chose our area. Their managers can tell you how loyal, trainable, and productive these Mainers are. Our people may work for less than their counterparts in New York or Boston or Los Angeles, but they take great pride in their work and their productivity. It's a tradition that is alive and well in Maine.



How large a work force can you draw on?

Good roads and easy commuting mean residents of outlying communities are very much a part of the labor force in Bangor-Brewer. We can call upon a labor force of 85,000 out of the 175,000 people within commuting distance. (Composition Figure 7) Our labor force participation rate is some 10 percent below the national figure. This means a reservoir of at least an additional 5,000 potential workers is also available in the area though not counted currently in the labor force.

But how many would be available for a new plant? The higher-than-national average unemployment in this area, and the strong attachment to Maine of local residents, means there are always good workers looking for jobs. (Figure 8) They are joined by others already employed but seeking to improve their skills and wages. There is a constantly renewed supply of new workers from area schools and colleges whose preference is to remain in the area, and still others who want to enter the area. You can still have your pick of these. Applications for new jobs often run as much as three, four, and five to one.

FIGURE 7

COMPOSITION OF THE EMPLOYED LABOR FORCE IN THE BANGOR-BREWER LABOR MARKET AREA, JUNE 1973

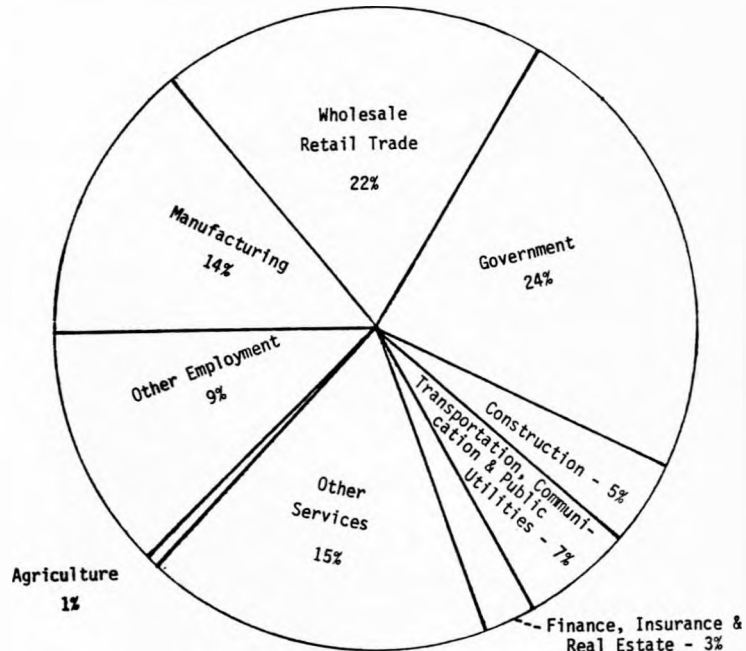


FIGURE 8  
EMPLOYMENT FOR BANGOR REGION  
July 1974

<u>County</u>	<u>Work Force</u>	<u>Unemployed</u>
Hancock	19,830	900
Penobscot	53,140	3,480
Piscataquis	7,480	870
Waldo	10,870	990

Source: Maine Department of Manpower Affairs.

Can our workers meet your skill requirements?

The Maine-Jack-of-all-Trades is only partially myth. Maine people, of necessity, have to learn quickly and well. And they do--not just the skills native to the state but in many instances the more complex industrial skills that you need.

We have the facilities to provide the conventional industrial skills, advanced electrical engineering skills, stenography, computer programming, clerical or advanced business management skills. If your employees will need training on specialized equipment, in unique production procedures, or whatever, you will find area schools, colleges, and university ready, willing and able to custom-tailor programs to your needs...in-plant, in formal or informal classes...in daytime or evening classes (Figure 9).

Training Funds Available

As one of the select areas nationally designated as a Growth Center, we realize--and State and Federal governments concur--that upgrading work skills is crucially important in attracting and retaining industry. There are funds now available to train workers for your plant at minimum cost to you. And these supplement the federal training programs available here.

FIGURE 9  
COURSES AVAILABLE IN SYSTEMS  
ENGINEERING AT THE UNIVERSITY  
OF MAINE AT ORONO

Department of Electrical Engineering	
Ee 171	Servomechanism Fundamentals
Ee 180	Analog and Digital Computer Systems
Ee 183/184	Communications Systems
Ee 222	Linear Systems Analysis
Ee 223	Mathematical Methods in Electrical Engineering
Ee 260/261	Pulse and Digital Circuits
Ee 271/272	Topics in Control Theory
Ee 280/281	Communication Engineering

EASTERN MAINE VOCATIONAL  
TECHNICAL INSTITUTE  
EXAMPLES OF COURSES OFFERED 1974

- Basic electronics
- Circuits analysis
- Electronics application
- Testing and trouble shooting

So let's summarize the labor advantages of locating in the Bangor-Brewer area.

- \*A sizeable pool of productive, dependable workers (Figure 10), many already equipped with basic skills you require.
- \*If past experience is any guide, the opportunity to choose between at least several applicants for each job.
- \*An area tradition of good workmanship and hard work.
- \*Adequate facilities right in the area to train potential employees for virtually any job--office, lab, or work floor--no matter how specialized the requirement.
- \*Wages that are more than competitive with those paid nationally for the same work.
- \*Training funds available to help get the job done at minimum expense to you.
- \*An area that wants you to succeed here and will cooperate in meeting your labor needs.
- \*A track-record to prove our case. For example:

"The attitude of these people is heartwarming; their willingness to work and desire to learn and improve is a refreshing change from the attitude found in larger urban centers." - Robert K. Mirrielees, Eastern Area Controller for Diamond International, Bangor.

FIGURE 10  
WORK STOPPAGES  
MAN-DAYS IDLE AS A PERCENT OF  
TOTAL WORKING TIME

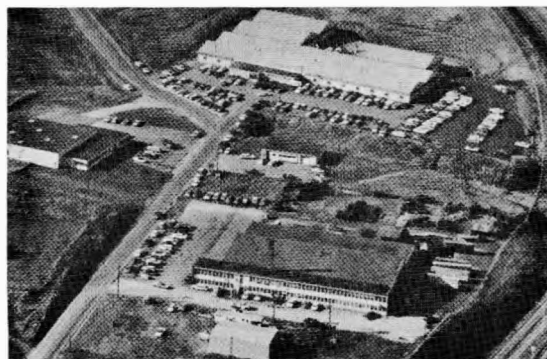
	<u>Maine</u>	<u>U.S.</u>
1965	0.07	0.18
1966	0.07	0.19
1967	0.06	0.30
1968	0.16	0.32
1969	0.05	0.28
1970	0.18	0.44
1971	0.23	0.32

## PROFIT IS A FUNCTION OF GOOD PLANT LOCATIONS

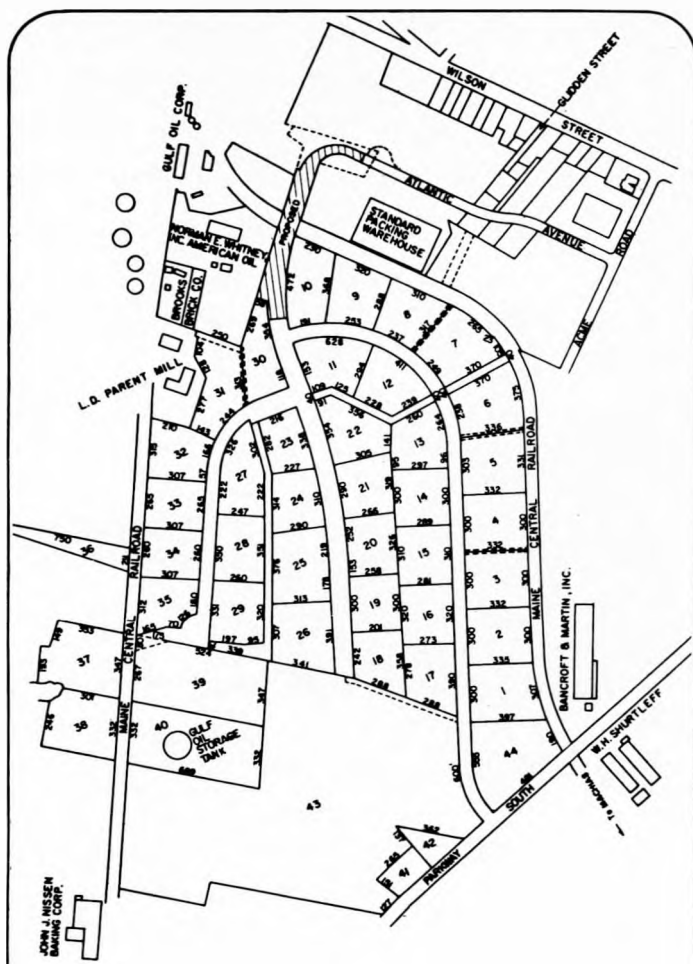
Whether you want to build, lease or buy, we can offer good industrial sites and plants. Bangor has four industrial parks, well located with respect to Interstate 95 and Bangor International Airport. (Figure 11) Brewer has one, where a community investment building--one of only two authorized in the state in 1974--has just been completed. Industrial parcels, fully serviced with sewer, water and electricity, sell for \$3,000 to \$7,000 an acre.

At least three existing plant facilities are available in Bangor. Two of them are at Bangor International Airport and are 24,000 square feet and 7,000 square feet in area. They are suitable for light manufacturing and can be leased as a package or individually. There is also a 142,000 square foot plant available in Bangor for lease or purchase. Surrounding communities have industrially zoned land ready for development. Incentive rates for occupying our modern industrial plants average 75 cents a square foot for leasing or \$6.00 a square foot for purchase.

FIGURE 11  
TWO EXAMPLES OF BANGOR AREA  
INDUSTRIAL PARKS



Bangor Industrial Park



Brewer Industrial Park

Whatever your plant facility requirements, we are confident that they can be met here on a basis competitive with any other area you may be considering. In addition to regular SBA, venture capital, and mortgage guarantee programs, Maine has a tax exempt industrial revenue bond program that can finance new buildings, purchases, and equipment. Up to 100 percent financing can be obtained for up to \$5,000,000 and 25 years, with interest rates as low as 6%. In addition, this program can be utilized for pollution control facilities. Recently a Maine paper manufacturer utilized it to raise more than \$130 million in connection with its new plant. Bangor has six commercial banks with numerous branches to serve you, offering a full line of business and consumer services (Figure 12).

In assessing Maine and our area as a place to locate, you will find the following tax picture. The corporate income tax is based on federal taxable income and is 5% on the first \$25,000 of net income and 7% on net income above that figure. The municipal property tax rate in Bangor is \$34.34 per \$1,000 at full value, and \$34.10 in Brewer. A statewide uniform tax for education now coming into effect is narrowing property

tax variations between municipalities. The personal property tax on business inventories (21 3/4 mills in 1974) will be terminated April 1, 1977. Unemployment compensation contributions for new employers are 2% of the first \$4,200 of wages paid each individual during a calendar year. After two years a new rate is established. The maximum ranges from 3.1% to 5%. Maine has a 5% sales tax on the sale price of tangible personal property sold within the state for use or consumption. The same rate applies to use taxes on these items when purchased outside Maine for use in the state. However, neither state sales nor use taxes apply to purchases of new machinery or equipment for manufacturing and research.

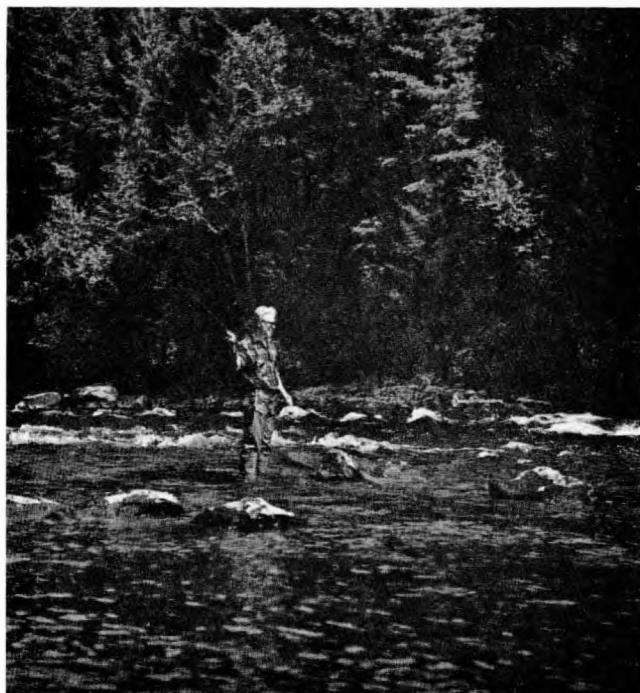
FIGURE 12  
LOCAL AND STATEWIDE COMMERCIAL  
BANKS IN BANGOR

<u>Bank</u>	<u>Total Assets</u> (statewide where appropriate)
Canal National Bank (United Bancorp of Maine)	\$209,578,937
Depositors Trust Co. (Depositors Corp.)	\$338,824,000
Merchants National Bank	\$ 43,907,459
Merrill Trust Co. (Merrill Bankshares Co.)	\$270,707,685
Northeast Bank & Trust Co. (Northeast Bankshare Assoc.)	\$265,285,000
Northern National Bank (Casco Northern Corp.)	\$355,312,999

## PROFIT COMES FROM MANAGERS AND EMPLOYEES WHO LIKE THEIR LOCATION

"Livability" is a much abused term, but we have it and we know it pays off for managers, employees, and their families who find the great outdoors within easy reach yet the resources of modern cities at their doorsteps. Time is not wasted in traffic jams. Here you can live in the country and be on the job in 15 minutes. Bangor-Brewer is the wholesale and retail center of a large area, including neighboring Canadian provinces. Wives will be interested to know that every shopping convenience is available, downtown or in outlying shopping centers.

Just because you can be on site to ski, sail, hike, swim, or fish in less time than it takes to get from New York City to Darien, or from Cleveland to Shaker Heights, don't think this is a cultural wasteland. We have the oldest, continuously operating community symphony orchestra in the country, the fourth largest public library in New England (430,000 volumes), community concerts, arts festivals, amateur theatre, historical museums, and active programs in all the arts. (Figure 13) Not to mention the national artists, lecturers, and courses offered by our colleges and state university.



The area abounds in good fishing streams. Salt water fishing?...Be there in less than an hour.



Managers are productive when they and their families find living conditions congenial. And so are employees. Remember, 86 percent of the 249 Maine manufacturers we surveyed listed the quality of life as an important attraction of this state. Not everyone loves the Maine lifestyle, but in our experience it has a very strong appeal. That's why residents leave reluctantly and there is a constant influx of skilled professional people and workers, willing to swap a higher income for a freer lifestyle in our region. That's why people like them, like ours, will do their best to justify your expectations. They like it here. They want to stay, and they will want you to stay.

FIGURE 13

ART EXHIBITS FOR OCTOBER 1974  
UNIVERSITY OF MAINE AT ORONO

Lakeside Studios: Exhibition & Sale,  
Oct. 17, 1-5 and 7-9 p.m.

Edmund G. Schildknecht: Continuation  
of September exhibit.

School of Paris: Continuation of  
September exhibit.

Arlene Thomson: Sketches of England  
and Scotland.

Posters of the Cinema: Courtesy--  
Bill Gordon.

Great American Illustrators: Graphics.

Schools and Colleges

Good schools for your children or those of your employees are part of the Maine tradition. We believe in good public education.



BANGOR HIGH SCHOOL

Public school systems in the Greater Bangor area offer a full range of services to fulfill the educational needs of all children.

A fine example of our area high schools: Site of Symphony Concerts and Community Theater.

Secondary schools have a wide variety of course offerings. Bangor High School, for example, has almost 200 courses from which students may choose. Between 50 and 60 percent of its graduating seniors go on for further education. Pupil-teacher ratios for area schools average 20 or 25 to 1 on the elementary level and 15 or 20 to 1 on the junior high and secondary levels. (Figure 14)

1,200 students in night courses alone (1973-74)

FIGURE 14  
PUBLIC SCHOOLS

Bangor

Grade Schools	9	(K-6)
Junior High Schools	3	(7-9)
High Schools	1	(10-12)

Brewer

Grade Schools	6	(K-6)
Junior High Schools	1	(7-8)
High Schools	1	(9-12)

Hampden

Grade Schools	2	(K-3,4-8)
High Schools	1	(9-12)

Old Town

Grade Schools	7	(K-6)
Junior High Schools	1	(7-9)
High Schools	1	(10-12)

Orono

Grade Schools	1	(K-6)
Junior High and High Schools	1	(7-12)

Church sponsored schools, both elementary and secondary, also serve the area.

Higher education in our area has the same strong support. In Bangor itself are: Beal College (500 students), Husson College (800 students), the Bangor Community College (400 students), the Eastern Maine Vocational Technical Institute (500 students), and the Bangor Theological Seminary (112 students). Eight miles away is the University of Maine at Orono (8,000 students) with both undergraduate and graduate programs. From elementary to higher education the area has much to offer.

Medical Facilities

Bangor is the medical center of the region, with physicians and facilities that would do justice to a far larger city. It is the home of the 360-bed Eastern Maine Medical Center, which has just completed a \$20 million expansion program, including an outstanding intensive care unit. (Figure 15) These facilities are complemented by those of the 130-bed St. Joseph Hospital, the 101-bed James Taylor Osteopathic Hospital and other specialized private and public health facilities. With about 100 physicians and dentists representing a wide spectrum of specialties, and with their numbers steadily increasing, the region has better medical coverage than its population size would suggest. The University of Maine Medical School, currently in the planning stage, will be located here.

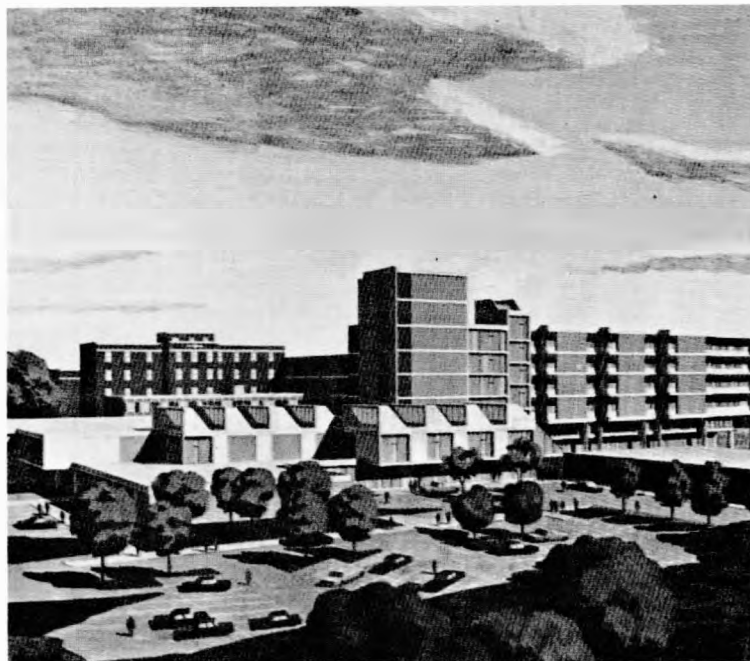


FIGURE 15  
The Recently Expanded  
Eastern Maine Medical Center

Recreation Facilities

Nationally famous recreation areas are within easy driving distance from Bangor-Brewer. Acadia National Park, 30,000 acres of trails, beaches, and spectacular coastal scenery is an hour away. Besides local ski slopes, large ski resorts like Squaw Mountain and Sugarloaf can be reached in about 2 hours. Maine has more state and local park acres per 100,000 population than any other state, and a

<b>Educational Programs:</b>	
School of Nursing	101
School of Medical Radiography	21
School of Anesthesia	4
School of Medical Technology	5
Graduate Level Residencies	1
Also certificate programs in coronary care, intravenous nursing, etc.	
<b>Medical Center Family:</b>	
Medical Staff	125
Full Time Employees	697
Part Time Employees	203
Students	131
Active Volunteers	185
Auxiliary Members	349
Trustees	18
Incorporators	241

<b>Patient Service:</b>	
Admissions, Incl. Ross Home	10,494
Patient Days	89,768
Daily Average Number of Patients	246
Births	762
Operations	4,626
Emergency Room Visits	28,560
Clinic Visits	4,463
Laboratory Procedures	292,499
X-ray Exams and Treatments	49,473
Electrophysiological Measurements	15,507
Physical Therapy Visits	10,901
Inhalation Therapy Procedures	21,824
Dietary—Total Meals	360,556
Laundry—Total Pounds	1,163,020

number of them, such as Baxter State Park with its famed Mt. Katahdin, offer camping sites.

In our cities we believe in ample public recreation facilities and parks. (Figure 16) They run the full gamut from green spaces to golf courses, to outdoor swimming pools and tennis courts. They are supplemented by indoor facilities at the YMCA and YWCA, indoor tennis courts, and an Olympic size pool at the University to which an indoor hockey rink will soon be added. Name your favorite form of recreation and we can accommodate it...from white water canoeing to viewing TV via our three network-affiliated stations.

In Maine property and persons are safer from crime than is the case nationally. FBI Uniform Crime Reports for 1972, for example, show the burglary rate in Maine was half the national rate. We have good police and fire protection. (Figure 17)

Yes, productivity rises when managers, employees and their families have good reason to like their location. The quality of life is a business asset of our area. We checked it out with 249 manufacturers and 86 percent of them rated it a plus of their Maine location. If you will check it out with us, you'll see what they mean.

FIGURE 16  
BANGOR'S MUNICIPAL PARKLANDS

Park	Size in Acres	To Be Improved	To Be Expanded
Bangor Gardens Playground	2.9	X	X
Bass	38	X	X
Broadway	10	X	
Chapin	6.2	X	
Coe	5.2	X	
Dakin	3.4	X	
Davenport	1.2		
Fairmount	2.6	X	
Grotto Cascade	6.6		X
Hayford	2.3	X	X
Little City	1.3	X	
Williams (Newbury)	2.7	X	X
Norumbega	.6		
Old Cemetery Lot (Buck St.)	.6		
Summit	4.4		
Pierce (Memorial)	.8		
Second Street	1.3	X	X
Whitney	.5		
Stillwater	9.0	X	
Prentiss Woods	33	X	
Total Area	132.6		
Other Open Space			
Golf Course	120 Acres	X	X
Dock Area	5 Moorings	X	X

Bangor, Brewer, Orono, and Old Town all have recreation programs including parks, playgrounds, ice rinks, and public swimming pools.

FIGURE 17  
PUBLIC SAFETY

	Police	
	Full Time	Part Time
Bangor	60	
Brewer	14	9
Hampden	4	7
Old Town	13	11
Orono	8	

	Firemen	
	Paid	Volunteer
Bangor	114	
Brewer	13	20
Hampden		20
Old Town	13	8
Orono	10	29

	Insurance Rating
Bangor	B-3
Brewer	C-5
Hampden	D-8
Old Town	C-6
Orono	C-6

PROFITABLE OPERATION DEPENDS ON AMPLE, RELIABLE TRANSPORTATION

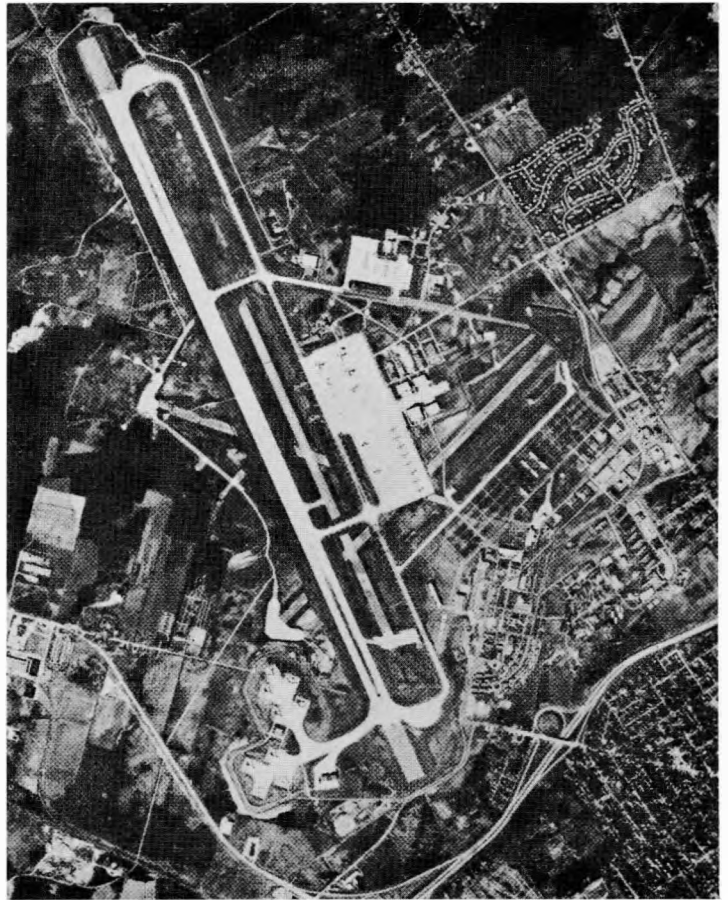
To some, our area may seem remote from the centers of the nation's business and industry. It all depends on your yardstick. We're 40 minutes from Boston--less time than from Route 128 to Boston's Logan Airport at rush hour--by Delta Air Lines, with frequent flights daily. (Figure 18) We're six hours away by auto over superhighway. Our numerous trucking firms can provide you overnight service to Philadelphia, New York City, Albany, Montreal, Quebec City and Halifax--or in other words to over 50 million people.

Interested in overseas business? Bangor International Airport, which can accommodate 747's with ease, already has flag-stop status for two international carriers. We get a number of incoming flights from Europe which clear customs here before flying their final leg into congested metropolitan airports. Weather problems? Uncommon. Witness the build-up of air traffic here when Logan and Idlewild are closed down.

Bar Harbor Airlines offers scheduled service to Quebec as well as to Boston and intermediate stops.

FIGURE 18  
DELTA AIR LINES  
SCHEDULED FLIGHTS, JULY 31, 1974  
BANGOR TO BOSTON

<u>Lv. Bangor</u>	<u>Arr. Boston</u>
6:50 A.M.	8:31 A.M.
7:50 A.M.	8:35 A.M.
9:29 A.M.	10:15 A.M.
12:01 P.M.	12:47 P.M.
4:00 P.M.	4:45 P.M.
8:00 P.M.	9:28 P.M.
8:34 P.M.	9:15 P.M.



Bangor International Airport

Air Canada will shortly connect us directly with the major population centers of eastern Canada and connections overseas.

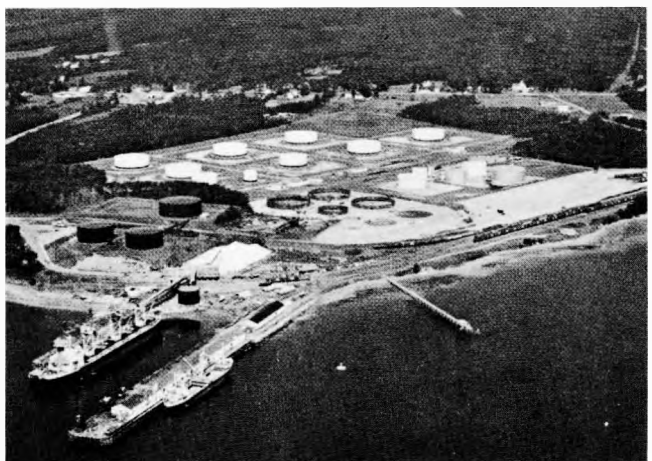
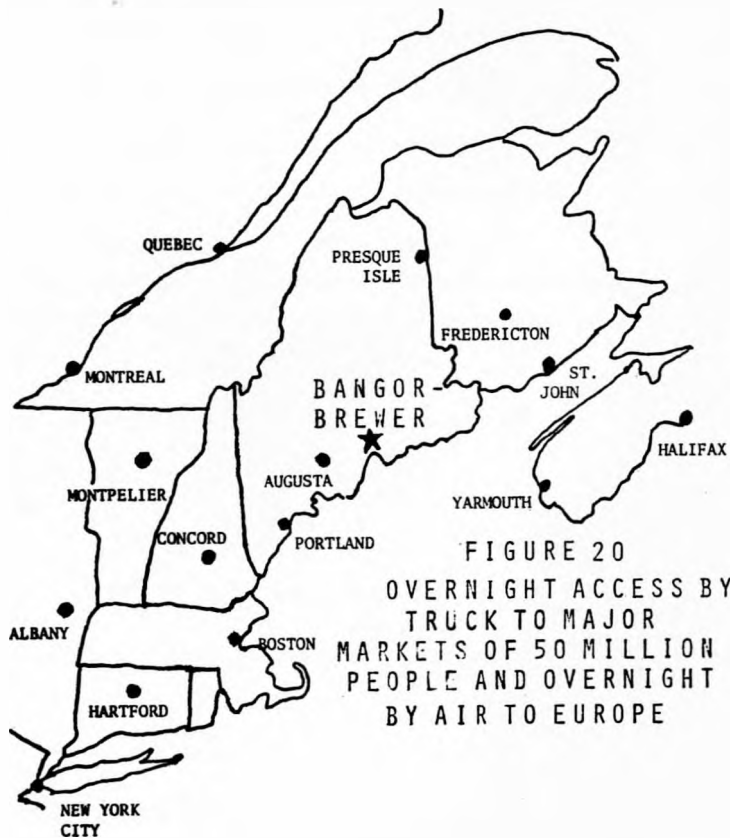
Bangor International handled nearly 1,000,000 pounds of freight in 1973. (Figure 19) An International Arrivals Building is under construction to complement the Domestic Terminal completed in 1972, and a new hotel connected to the terminal is well along. We are actively seeking Free Trade Zone status. You could benefit.

We have good freight train service, too. (Figure 21) Our area is served by two railroads, the Maine Central and the Bangor & Aroostook. The B & A connects with the transcontinental Canadian National not far from the northern boundary of the Bangor Growth Center area. The B & A also has an active ocean terminal at Searsport, only 29 rail miles away from Bangor. If you need rail service at your plant door, it can be arranged at many good sites in our area. Industrial locations are now available with rail spurs and close to I-95 and the airport.

While we sometimes have harsh winters, we know how to handle snow.

**FIGURE 19**  
**ACTIVITY AT BANGOR INTERNATIONAL AIRPORT 1970-1973**

	<u>1973</u>	<u>1972</u>	<u>1971</u>	<u>1970</u>
Total Operations	89,494	89,737	91,654	79,289
Domestic Passengers Enplaned	105,311	96,239	88,657	86,873
Internat'l. Passengers	502,786	392,602	321,930	216,498



Searsport Ocean Terminal

Transportation services are rarely interrupted.

We already have plants of national corporations that find transportation to their markets and from their suppliers outside Maine is not an obstacle to efficient and profitable operation. One of the criteria for the selection of companies in the Radio and Television Communication Equipment industry as candidates to join them is the belief that you will find our transportation system suited to your needs (Figures 21 and 22).

We don't deny that distance from many markets has inhibited our industrial growth in the past. But with our expanding network of modern, efficient transportation services, coupled with our locational advantages away from congested centers, the picture is changing. You can make the most of this opportunity by locating here now and growing with us.

FIGURE 21  
RAILROAD RATE QUOTATION  
SEPTEMBER 1974\*

Radio and television transmission equipment and other electronic equipment

From: Bangor, Maine

To: Boston

Minimum weight 24,000 lbs.

Rate per hundred weight \$2.40

\*Rates quoted are class rates; significantly lower rates may be obtained by volume shippers.

FIGURE 22  
MOTOR CARRIER RATE QUOTATION  
SEPTEMBER 1974\*

Waveguide components or assemblies, metal, in boxes or crated

From: Bangor, Maine

To:		<u>Boston</u>	<u>NYC</u>
	0- 500	\$9.84 cwt	\$14.56 cwt
	500-1,500	8.59 "	12.92 "
	1,500-5,000	7.89 "	12.20 "
	5,000-8,000	5.96 "	10.09 "
	8,000 & over	3.27 "	5.26 "

\*Rates quoted are class rates; significantly lower rates may be obtained by volume shippers.



PROFITABILITY IS RELATED TO COMMUNITY ATTITUDES TOWARDS YOUR OPERATIONS

We have identified your industry as one of the top ten in the country for our area, not just because we think you will find what you want here but because area decision makers feel you will make the kind of neighbor they and their communities will want to have. Frankly, we are "choosy." The wrong kind of industrial neighbors could exploit our assets to our long-run disadvantage. We don't want that kind of economic growth. We want neighbors who can grow and prosper here, pro-

fitting from our assets not exploiting them. That way, we all profit. The characteristics of your industry make a good fit with what 160 area decision makers tell us is important to them and their communities. The chart below tells you what they think. (Figure 23) What do you think? Write or call any of our people listed on the next page. They know the area and how it can help contribute to the profitability of your operation.

FIGURE 23  
INDUSTRIAL PREFERENCES OF BANGOR-BREWER AREA DECISION MAKERS  
Percentage of Replies

Characteristic	Critically Important	Very Important	Important	Somewhat Important	Unimportant	Total	Mean <sup>a</sup>
Likely to Remain Here	22	59	16	2	1	100	4.000
Increased Sale of Goods Out of State	12	53	24	9	2	100	3.638
Increased Future Job Growth	12	46	34	8	*	100	3.617
Increased Future Capital Expansion	10	47	34	8	1	100	3.578
Increased Available Jobs	11	45	35	8	1	100	3.574
Minimal Water Pollution	20	29	31	19	1	100	3.483
Increased Wages & Salaries	8	44	33	14	1	100	3.443
Minimal Air Pollution	17	29	28	24	2	100	3.347
Increased Markets - Local Goods and Services	5	37	43	15	*	100	3.331
Increased Professional Job Opportunities	7	32	42	16	3	100	3.243
Increased Value Added in State	6	28	45	18	3	100	3.176
Minimal Energy Use	5	17	28	34	16	100	2.612
Minimal Purchased Electricity	5	16	31	27	21	100	2.562
Minimal Traffic Congestion	4	17	25	36	18	100	2.524

\* Less than 0.5 percent.

<sup>a</sup>Determined on the following values: Unimportant = 1; Somewhat Important = 2; Important = 3; Very Important = 4; Critically Important = 5.

Based on a Survey by the Social Science Research Institute.

Why not contact one of these professionals  
to learn more about why you should  
choose the Bangor-Brewer area?  
You'll be glad you did.

Mr. James B. Coffey, Jr., C.I.D.

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