

The **PINE CONE**

A Panorama of Maine

25 CENTS



WINTER
1952-53

Season's Greetings

The PINE CONE

Published by the State of Maine Publicity Bureau

(A privately supported, state-wide, non-partisan, non-profit organization for the promotion and development of Maine's agricultural, industrial and recreational resources.)

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The Man in the Hathaway Shirt

Few commercial advertising campaigns have created the furor that Hathaway's "man with the patch" has since its introduction to the consumer public in September, 1951. An immediate half-million dollar boost in sales is proof that glamour appeal is not confined to the field of feminine fashions.

By MARY WOODMAN

(Reprinted from the Waterville Morning Sentinel Sesquicentennial Edition)

A PICTURE of a distinguished looking, middle-aged man, wearing a black patch over his right eye, influenced Americans to spend half a million dollars more for Hathaway shirts in the fall of 1951 and spring of 1952 than in the previous year.

This glamorized photograph was the mainstay of an advertising cam-

paign that Hathaway's president Ellerton M. Jette, credits with bringing about the half million dollar boost. This merchandising miracle occurred at a time when clothing and textiles were generally low and many other shirt companies were barely holding their own in sales. If times had been good the man with the black patch

might have wrought even greater wonders.

He appeared for the first time last September in the New Yorker Magazine as "The Man in the Hathaway Shirt." In the full page, color advertisement he was resplendent, soignée, irreproachable in dress, the mature, seasoned sophisticate with a ample means and a talent for living. Most important of all, he wore a startling black patch over one eye.

The reaction was instantaneous. Thousands of letters from all over the country and the world poured into the Hathaway office in Waterville. Publications, including Life, the London Daily Mirror and Paris newspapers, carried stories about the striking advertisement and the stir it had created. The New Yorker ran a cartoon showing three men converging on a clothing store and emerging with black patches on their right eyes.

Some of the letters were fan mail, addressed to the handsome model, who like Ezio Pinza, had proved that a middle-aged man can exert a glamorous, romantic appeal. He turned out to be equal to his billing. Debunkers who expected a commuter from Flatbush were disappointed because the man with the black patch is a White Russian Count, son of a czarist general who fled from the Bolsheviks.

THE COUNT, in real life, does not wear a black patch. That was the inspiration of David Ogilvy, who created the series of Hathaway advertisements in which he appears. Mr. Ogilvy, executive vice president of the advertising firm of Hewitt, Ogilvy, Benson & Mather, Inc., of New York, created his shirt model in the image of a distinguished American diplomat, Lewis W. Douglas, immediate past ambassador to Great Britain.

Mr. Douglas, the impeccably dressed, accomplished man of affairs, represented everything that Mr. Ogilvy wanted readers to associate with Hathaway shirts. In fact, he was something of a shirt connoisseur himself and favored custom shirts faultlessly made of the finest materials. Musing on the personality of Mr. Douglas, whom he had long admired, Mr. Ogilvy remembered that the former ambassador had for two or three

years worn a black patch on one eye, result of an accident that happened on a fishing trip to Scotland when a fly he was casting came back into his face. When Mr. Ogilvy brought into focus the elements of his finished advertisement the black patch had been incorporated.

This inspiration has brought him awards and fame in the advertising world. As already mentioned, it has also sold shirts.

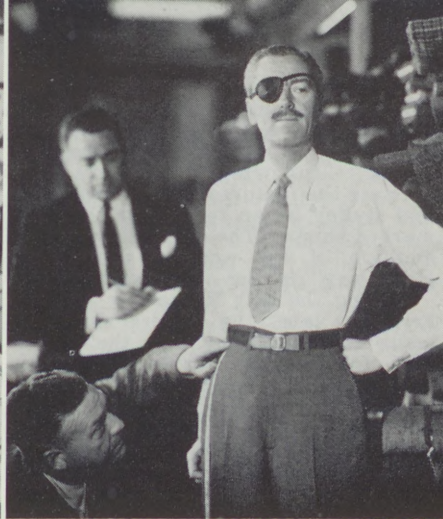
Ronald Brown of Dunham's of Maine, is a local witness to its efficacy. Dunham's, with the largest stock of Hathaway shirts in the country, has seen its famous mail order business increase in volume since the beginning of the black patch advertising. "Some people just tear the page out of the magazine and say 'Send a shirt like this,'" Mr. Brown remarked.

While the increased sales are highly gratifying, Hathaway did not plan its advertising campaign with the idea of producing a big volume, according to Melvyn Liggett, who is in charge of the company's manufacturing. Rather it aimed to convince American men that a quality shirt is worth the investment.

"Men who were willing enough to pay \$100 for a suit, didn't want to put down more than \$2.98 for a shirt," Mr. Liggett said. "We wanted to make those men realize that a good shirt is not only more economical in the long run, but is better looking, more flattering to the appearance."

WITH THIS in mind, texts of the Hathaway advertisements have concentrated on telling men why Hathaway shirts are worth the extra money. Construction is emphasized, for one thing. All Hathaway products are manufactured with the single needle stitching used by custom shirt makers. Stitching is fine; there are 22 stitches to the inch. Sleeves are cut in one piece. The extra full-shirts amounts to three extra yards of cloth for every dozen.

But most of all Hathaway advertising has talked about fabric. Copywriters have grown lyrical about woolen taffeta, linen batiste, hand-blocked paisleys. A typical advertisement reads "From St. Vincent in the British West Indies comes a cotton which looks like silk. It is called 'Sea



"The man in the Hathaway Shirt," Baron George Wangell, is the son of a czarist general who fled from the Bolsheviks. He is modeling left, a Hathaway South Sea cotton shirt and right, the British Sea Island cotton shirt.

Island' and it is much in vogue among English boulevardiers.

"Sea Island Cotton had been described as 'soft as swansdown, lustrous as satin, absorbent as wool, durable as linen.' During the war the Royal Air Force used it instead of silk for parachutes.

"The demand for superfine Sea Island vastly exceeds the supply—only 1,000 bales were produced last year. Hathaway bought the lion's share. . ."

An advertisement extolls pure silk foulard, hand-blocked in England; tattersall in superb woolen taffeta, imported from Perthshire; cashmere woven for Hathaway in Scotland; winter-weight gingham woven in Scotland to Hathaway's order.

This preoccupation with fabric has made Hathaway, since the war, the largest importer of shirtings in America. Purchases are made in England, Scotland, Ireland, France, Switzerland, Italy, India, China and Japan.

In all, Hathaway makes shirts in 8,000 different patterns of cloth and hundreds of different styles and collar designs. "Actually we're doing semi-custom manufacturing on a volume basis," Mr. Liggett said.

Fabric has been the special concern of Hathaway's president, Mr. Jette. He is internationally recognized as a fabric designer and most of the cloth purchased abroad by Hathaway has been woven to his specifications. Mr. Jette, who includes a wide knowledge of antiques among his accomplishments, grew up in the garment and textile business. His know-how and skill, combined with artistry, have been a big factor in the growth of the C. F. Hathaway Co., since he took over the presidency in 1932.

It was Mr. Jette who instituted the policy of upgrading the quality of Hathaway shirt. During the 1930s when most manufacturers were concerned with putting out the least expensive product possible, he held his faith in the future of the high priced shirt. As a result the end of the depression saw Hathaway one of the few companies left in the quality field. Today it is one of the largest, if not the largest, manufacturer of high grade shirts.

Development of the Hathaway name into a synonym for quality and style has been gradual. Ten years ago most of the company's output was

retailed under store labels. The first move toward a Hathaway identification was a red H bar tack at the side seams. Customers who learned to appreciate the features of Hathaway cut and styling began to ask for the red-marked shirts. The next step was the addition of the words "tailored by Hathaway" to the store label.

During the war Hathaway was allowed to label the officers shirts it made for the Army and the shirts made for the Wacs, Waves, and Spars. This helped to build up the reputation of the Hathaway name.

DURING THE period when the policy of upgrading and labeling was going on the number of shirts produced steadily increased. It has gone from 150,000 shirts yearly in 1931, to 600,000 in 1938, to 1,200,000 in 1948. The present production rate of 1,600,000 yearly represents an increase of 30 per cent in the last four years.

This increase has been accompanied by plant expansion. In 1945 the Silver Street factory in Waterville was opened, and two years ago

a third manufacturing establishment was inaugurated in Lowell, Mass. At present about 75 per cent of the production, handled by 600 employes, is located in Waterville.

Although Hathaway has risen to national prominence only in the last 20 years, the company has a long history of solid business accomplishment. It grew up in the 19th century, the creation of Charles F. Hathaway, prototype of the hard-headed, energetic, pious Yankee. He founded the company in 1837 after a preliminary round with the publishing business.

The humble beginnings of the concern are legendary today. Hathaway cut shirts in the living room of his home on Leighton Street and parceled them out to Waterville women who sewed them by hand in their homes. Periodically he made the trip by stage to Boston to sell the shirts and buy more cloth.

As the business prospered Hathaway found the capital to expand. Improvements in sewing machines made it practical to set up a small factory. His expansion was along

The main brick factory building on Leighton Street, Waterville, is still a glorified ell on the nineteenth century house.



conservative lines, however, and the "shirt manufactory" building in 1853 consisted of an addition on his own house, already headquarters for the business.

THE C. F. HATHAWAY CO., actually, has never moved out of that original Hathaway living room—it has merely added on. The main brick factory on Leighton Street is still a glorified ell on the nineteenth century house. Executive offices now occupy the space where Hathaway cut his first shirts.

This circumstance gives the company a perfect background for the quality tradition that it publicizes. A recent man with the black patch advertisement referred to the group of dedicated craftsmen at Waterville, Maine who had been making shirts, "man and boy" for 114 years.

Hathaway's original craftsmen were expected to be not only skilled workers, but models of sobriety and piety. Their deeply religious employer, who walked to Benton every Sunday to preach, kept a record in his diary of the state of conscience of

each of his workers as he divined. He also provided them with the most efficient working tools available in his time and it was plain that he believed holiness and industriousness went together. For instance, in 1872 machines operated by a steam system replaced the original foot peddle machines. By this time the plant was already lighted by gas.

When Hathaway died in 1893, the age of 76, the business was taken over by Col. C. H. Leighton. Important in the management was Frank Smith, who entered the company in 1882 when he was 15 years old, and continued to serve it into the 1930s. When Col. Leighton died in 1915 he was succeeded by his son, E. Leighton.

The quality tradition built up by these men is cherished at Hathaway today. The way to maintain that quality is to keep the pride of Hathaway employes in what they are doing, according to Mr. Liggett. "If we ever lose our pride in the work we turn out that will be the day we lose our place in the quality field," said.

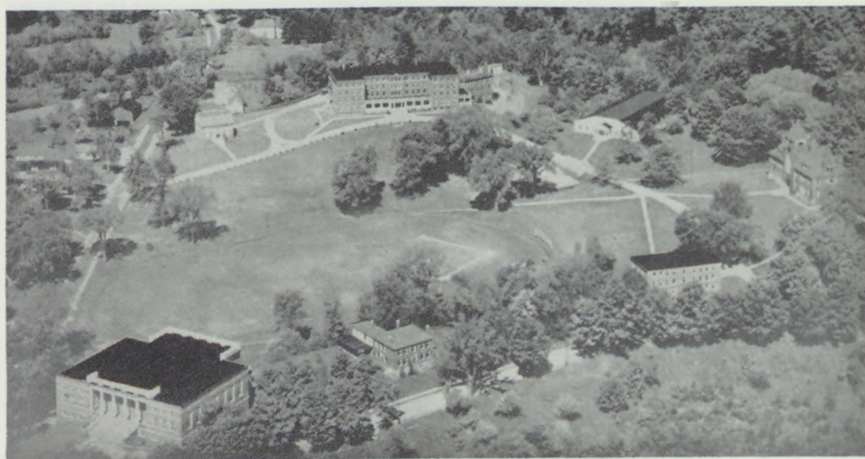


Fishing in Maine

ACCORDING TO the Eastport Sentinel, the days of wooden ships and iron men are not a legend of the past down east. Two local fishermen, Walter Malloch and his son Ellwood were out hauling a weir off Campobello Island when they discovered, along with the expected herring, a 600 pound bluefin tuna in the nets. Fishing from a dory by flashlight is not the accepted way to catch giant tuna but the men were not inclined to let their valuable prize escape. Wielding the oars like a shillalah, the men stunned the huge fish, then one of them jumped overside into the mid-November water with a pocket jackknife, threw a half-nelson around the still fighting monster and slit his throat. Like Ernest Hemingway's "Old Man and the Sea," they lashed their prize alongside and towed it into port.

* * * * *

MAINE'S BROILER industry has become nationally recognized through the annual Broiler Days at Belfast. Although not new to the State, the impetus gained by this industry during the red meat shortage of World War II and steady growth since has placed it in the position of one of the fastest growing industries of the State of Maine.



Hebron Academy

Despite the ravages of fire, weather and economic disaster, Hebron Academy has grown and prospered during its 150 year existence. Little did Deacon Barrows realize that his eloquent pleadings for the "little ewe lamb" would give to the community the modern preparatory school for boys that exists here today.

By WILLIAM A. HATCH

IN THE year 1819 the Elder John Tripp, secretary of the Board of Trustees of Hebron Academy, received the following notice from three members of the Board, among them William Barrows, the founder of the Academy:

"Sir: As our Academy by a holy and just providence is destroyed by fire you are requested to call a meeting of the Trustees to be held at the house of William Barrows, Esq., on Thursday the 18th. of the present month, at 11 o'clock in the forenoon, to see what course ought to be pur-

sued for the best advantage of the Institution under the present disaster."

A quorum could not be secured for several months, but finally on December 14, 1819, the entire Board met at the Barrows' home in Hebron to consider the future of Hebron Academy.

Present also at this meeting was the Hon. Stephen Emery of Paris Hill who argued vigorously for the removal of the Academy to that community. His argument lasted for most of the morning session. In his own words spoken at the Semi-Centennial of the Academy: "The proposition fell upon the ear of Dea-

con Barrows like a peal of thunder. His emotions checked his utterance. He requested a delay till after dinner." Following the adjournment the Trustees met to consider the other side of this grave question. After a few words by Elder Tripp in opposition, the tall, spare Deacon arose to address his colleagues for a full hour. He recalled the original grants to Hebron and Paris; he traced their histories; he recited certain contrasts. The inhabitants of Paris are rich, he said; Hebron's are poor. Paris is a town of broad, fertile lands, large flocks and herds, and men who live in luxury. Hebron has few acres, but rocks, swamps, and barrens. But Hebron's men and women have labored day and night for their literary and educational societies. Then, holding The Holy Bible with his finger at the story of David and Nathan in II Samuel XII he went on: "and now the purse proud people of Paris, taking advantage of our misfortune, have come down to steal away our little ewe lamb that we have nourished in our bosoms, the offspring of our prayers and tears and toils." It is recorded that no other word was ever spoken of the removal of Hebron from its present location under the shade of Singepole and Streaked Mountains. The eloquence and pious devotion of Deacon William Barrows had saved Hebron Academy for Hebron.

THE SPIRIT which guided this Revolutionary War Veteran during his life in Hebron is recorded in the following words on a memorial on the campus of the Academy: "I fear God and have no other fear." And a colored window in the Hebron Community Baptist Church perpetuates his memory with a picture of the "little ewe lamb" which was nearly stolen.

Deacon Barrows' staunchness of purpose and dedication to the teaching of young people have motivated Hebron Academy for nearly 150 years now. Beset by difficulties of personnel and finances, and plagued by natural forces, the Academy has found strength in the Deacon's spirit not only to meet and overcome obstacles but to expand its material holdings and to develop its intellectual and spiritual resources so that today it is

recognized as a high-ranking independent secondary school which prepares boys practically and soundly for college and for life.

The founding of Hebron Academy follows the New England tradition. As early as 1779 Deacon Barrows came to what is now Hebron to set up his home. A young man at that time, filled with patriotic sentiment (he had reenlisted in Washington's Army after hearing Washington speak in the dark days of December 1776) he found through his army experience the need for moral values in life, a phenomenon occurring often these days. Looking inward and finding himself wanting in virtue, he reorganized his life according to Christian principles and zealously promoted the welfare of the community.

It was through his efforts that as early as 1791 a church was established in the obscure community, and a few years later he brought to that church as its minister the Elder John Tripp, who served the parish until his death in 1847.

In 1804 Barrows journeyed to Boston to secure a charter from the General Court of Massachusetts for an Academy. The petition, granted on February 10, 1804, was signed by Governor Caleb Strong. Hebron Academy became a reality, thus following in its founding the New England tradition of guaranteeing for society physical, spiritual, and intellectual security and opportunity for growth.

It is interesting to note here that on July 1, 1805, the Trustees of Hebron Academy "voted that the seal of the new academy be impressed with the image of Dr. Benjamin Franklin." Franklin, too, as a young man had learned that the virtuous life with purpose is the most satisfying and productive life. He, too, had learned that the abnegation of self and an interest in society lead to happiness. And he, too, had been much interested in spiritual and intellectual development. Perhaps the Trustees of Hebron Academy saw a similarity between Franklin and Barrows.

FOR ABOUT the first fifty years of its existence Hebron Academy struggled to keep alive. Preceptor, as the head of the school was then known, fol-

lowed Preceptor in fairly rapid succession, and the course of study varied with the needs and demands of students, who came from the surrounding countryside and villages for an education. It was truly the determination and foresight of the Trustees that made the Academy survive during this period. The turnover of Preceptors was great, but the Trustees served long terms, thus giving a needed continuity to the life of the Academy. And the spirit of the Trustees of that period has been the spirit of the Trustees since then. Hebron Academy owes much to such men as Barrows, Tripp, Parris, Whitman and Cushman, to such men as the Honorable Percival Bonney, the Honorable John D. Long, Freelan O. Stanley, Roscoe Hupper, George Treat, and the Honorable William B. Nulty. The Trustees of the Academy have been

and are men who are interested in education and who are steadfast in the face of difficulty.

John F. Moody became Principal in 1871 and served the Academy for eight years. He reorganized the course of study along what we call traditional lines today and first established classes, thus giving continuity to the curriculum. As a result, the first Hebron Commencement was celebrated in 1878. One of the members of that class is the Rev. Eleanor L. Forbes, graduate of Bates College and pastor emeritus of the First Universalist Church of West Paris.

In 1885, Dr. William E. Sargent, then a young man several years out of Bowdoin College, became Principal of Hebron Academy. He remained at the Academy until his death in 1922. Apparently the Academy was

The Sargent Memorial Gymnasium was erected in 1928.





Top, left; Hebron boys hold a joint dance with the girls from O Grove (Pine Cone, Spring '49) and, right, outdoor graduation exercises for the class of 1952.

ready for Sargent's powers as an educator and an administrator, for during his principalship Hebron expanded its physical plant, strengthened and developed its curriculum, and began to attract students from the entire state of Maine and other parts of New England. Sargent introduced athletics in the Academy, and in 1893 Hebron had its first football team, which included such men as Clayton K. Brooks, George W. Treat, and Otho H. Thompson.

Perhaps "Billy" Sargent was the best loved of Hebron's Principals. A man truly devoted to the development of young people, he was generous and sympathetic but firm when firmness was needed. There are countless

stories of Sargent's lending mo- students, of his patience with frailty, and of his disciplining ward students with a fire lon- and effective.

During the administration of Ralph L. Hunt, who became Principal in 1923, Hebron became a boys' school. Dr. Hunt continued the traditions established by Dr. Sargent. He increased the number of buildings on the campus by adding the Williston Sargent Gymnasium, the Stanley Sargent firmary, and the Stanley Sargent Arena, the first of its type in secondary schools. He also built the Sturtevant House, which burned in 1927.

In 1943 as a result of diffi-

Below, left; Headmaster Claude L. Allen, Jr., discusses college requirements with Phillip Montgomery, Camden and right, Sunday evening vesper services are held in the local Hebron Baptist Church.





Evenings, the Hebron boys meet with the headmaster in the Common Room at Startevant House for informal discussions on all phases of school life.

arising from World War II, the Trustees voted to close the Academy.

But once more the Trustees, led by George W. Treat, felt that Hebron Academy should function, and in 1946 with Claude L. Allen, Jr., former teacher and administrator at Deerfield Academy, as Headmaster, the Academy reopened with a new student body and new faculty. Mr. Allen has continued at Hebron Academy the spirit and philosophy of its founder.

Under Mr. Allen's leadership Hebron has brought to Maine young men from some 15 states outside of New England, but the Academy is still as it has been since the days of Deacon Barrows, a Maine Academy with about one-third of its student body from the State. So too its graduates in recent years have chosen to

enter colleges and universities from coast to coast. A partial list of colleges in which Hebron graduates are now enrolled would include in addition to the Maine colleges and all the New England state universities, Harvard, Yale, Princeton, Brown, Cornell, Dartmouth, Amherst, Wesleyan, Williams, M. I. T., and many others.

ALTHOUGH HEBRON ACADEMY emphasizes the college preparatory curriculum, its chief interest is in the development of the whole boy. It believes that with learning must come a sense of responsibility to mankind. Hence, it strives to develop character in its students so that they might go on to college and into life with a conviction that there is a purpose in life and that they are responsible for the

carrying out of that purpose. In short, Hebron Academy looks at its curriculum as a part of the general education curriculum, the purpose of which is to give to students a fund of related knowledge allied with values so that in the end the students' faculties for judgment and creative activity are developed and strengthened.

ANY GOOD school needs only students who want to learn and a faculty capable of stimulating and interesting boys in learning but Hebron is also fortunate in having excellent facilities. Its two large dormitories, Sturtevant House, in which 108 boys and six masters live and in which there are the diningroom, a browsing library, and common rooms, and Atwood Hall, which houses 40 boys and three masters, make for comfortable living. Sturtevant Hall, the classroom building, was built in 1891. It includes classrooms, a large study hall, science laboratories, the Hannibal Hamlin Library, the business office, and the Headmaster's Office.

For its athletic program the Academy is well equipped. The Sargent Memorial Gymnasium, erected in 1928, contains two basketball floors, one of which is used for movies on Saturday nights, a cage, a swimming-pool, and ample locker space. In March of 1952 the Stanley Arena collapsed under the weight of heavy

snows. But immediately following that unfortunate event, the Trustees voted to erect a new arena. The new arena, completed in time for the 1952-53 hockey season, is really an outstandingly fine structure, 100 ft. wide and 205 ft. long, built of cinder block with steel uprights supporting the roof made of Oregon fir arches reinforced with steel rings.

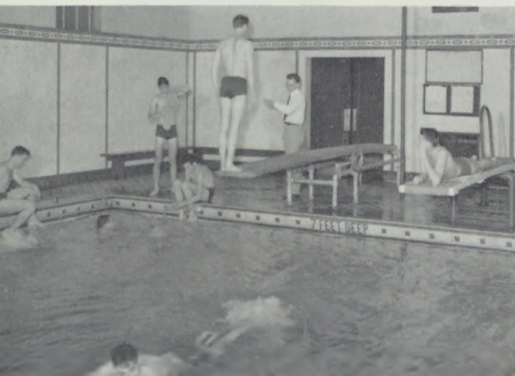
The Academy health program is designed to meet all emergencies and to give adequate and efficient treatment of all diseases and injuries. The Stanley Infirmary, built in 1928, can take care of 12 patients. There are two resident nurses; and a competent nearby doctor is on call at all times.

Besides these buildings the Academy owns houses for its faculty.

With this physical plant Hebron is equipped to give its students comfortable living, purposeful recreation, fine health protection, and hard, honest scholastic work.

ONE OF the measures of a successful school is the type of man it educates and graduates. Since the early days of Hebron Academy, its Alumni have been strong citizens and successful men. One of its Alumni of the 19th century was William Pitt Fessenden, U. S. Senator and U. S. Congressman. As Secretary of the Treasury (1864-1865) he revised the financial policy of the United States during the dark days of the Civil War.

Swimming in the Sargent Gymnasium pool and skiing on the many excellent trails around Hebron are both popular.





Sturtevant Hall, a classroom building, was built in 1891.

And as U. S. Senator he broke party lines to cast the deciding vote in opposition to the impeachment of President Johnson. Hannibal Hamlin attended Hebron for one year, 1824-1825. At least 35 years of Hamlin's life were spent in serving his government. At various times he was Governor of the State of Maine, U. S. Congressman and Senator, and Vice President under Abraham Lincoln.

John D. Long, Governor of Massachusetts, U. S. Congressman for four terms, and Secretary of the Navy in the McKinley-Roosevelt Administrations, attended Hebron Academy. And in more recent times a Hebron graduate, Sumner Pike, served as

head of the Securities Exchange Commission and the Atomic Energy Commission.

Other Hebron Alumni who have distinguished themselves are Dr. Everett C. Herrick, President Emeritus of Andover Newton Theological School, the Honorable Bert M. Fernald, Governor of Maine and U. S. Senator, Brigadier General Spaulding Bisbee, Maine Director of Civil Defense, the Honorable William B. Nulty, Supreme Judicial Court, Dr. Axel J. Uppvall, Professor Emeritus of Icelandic Languages at the University of Pennsylvania, the Honorable Frederick N. Allen, Chairman of Legislative Investigating Committee in Maine, Roscoe H. Hupper, distinguished Admiralty Lawyer in New York, Charles C. Dwyer, coach and teacher at Hebron Academy, and brilliant athletes and coaches such as Daniel MacFayden, Frederick Hallowell, and Edward Jeremiah.

In 1954 Hebron Academy will celebrate its 150th birthday. As we in the United States think of time, Hebron is an old school. Its founder gave it a spirit which has enabled it to endure and survive local and national difficulties. And throughout its life it has attempted to contribute to society. It has looked forward always, planning for the welfare of its students. It has constantly kept in mind the dictate of its incorporating statute, being:

"for the purpose of promoting piety and virtue, and for the education of youth in such languages, and in such of the liberal arts and sciences as the Trustees hereinafter provided shall order and direct."

STATISTICIANS OF the Boothbay Register have come up with the fact that if all of the lobsters shipped from Boothbay Harbor in a year were to leave over the road, under their own power, single file, the first lobster would arrive in Hartford, Conn. before the last left the Harbor. The Register's "mathematical experts" also reveal that if all of these lobsters were thrown into a room twenty feet by twenty feet, the resultant heap would create a local skyscraper 175 feet in the air.

Nickel Bus Line

Back in 1885, the Biddeford and Saco (pronounced "Soko") Railroad Company was incorporated. It was an historic occasion for this booming coastal community as two sleek horses furnished locomotion for the first open, four-wheeled car carrying passengers between the two cities. The zone fare on this first car was five cents. Today, sixty-seven years later, the same five cents transports sons and grandsons of the early commuters over the same route, operated by the same company, here in Maine. It is the only line in the country that has held its prices at this level over this period.

Modern blue and cream steel coaches service the huge Bates, Pepperell and Saco-Lowell plants of the industrial in-town area of Biddeford and Saco.





J. Burton Stride started as clerk for the Biddeford and Saco R. R. Company in 1919 and has been, progressively, Assistant Treasurer, General Manager and now President. "Burt," as he is known up and down Main Street, says, "We are a small company but we have held consumer prices down by attention to details and by purchasing the best of equipment and the right tools for every job."



General Superintendent, Raymond V. Bell, keeps an eye on the weather as well as his buses. His ultra-modern office at the garage is equipped with all types of weather gauges. Arlin Bowe, secretary, has been with the company twenty years. One of her duties is to shovel the day's receipts into this electric counting machine for automatic sorting and counting.



Sixty-three trips are made each day between Biddeford-Saco and Old Orchard and nine to Camp Ellis. The Old Orchard run is the longest line in the system, 7.6 miles. More trips are added during the busy summer months providing a bus every fifteen minutes to the resort section along Ocean Park and the Beach.



One-half million miles a year are travelled over the twenty miles serviced. Included in the Biddeford & Saco Railroad Company lines are the industrial and retail shopping centers of the two cities and the residential areas and outlying rural and resort sections along the eastern York County shore. The company went all-bus in 1939 when six ACF buses replaced electric street cars on four lines. Ten buses are now in operation in the expanded system. It is of interest to note that the J. G. Brill Company of Philadelphia, who furnished these modern coaches, made the first

open horse-drawn car for the line 67 years ago and has built the electric cars and all of the rolling stock since. Two working executives and one secretary compose the "top brass" of the outfit. Eight regular drivers and two mechanics complete the company. The wage scale is comparable to that paid by much larger transportation lines and benefits to the workers such as paid vacations, sick time, paid up insurance and compensation and Christmas bonus awards make the Biddeford & Saco Line a good place to work.

The bus (below), midway between the two cities, is headed for Old Orchard.



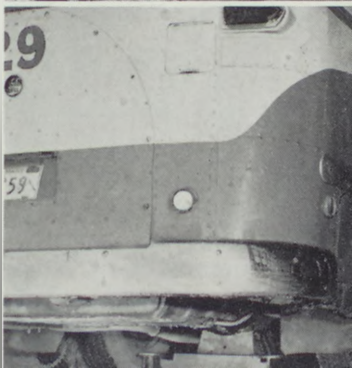
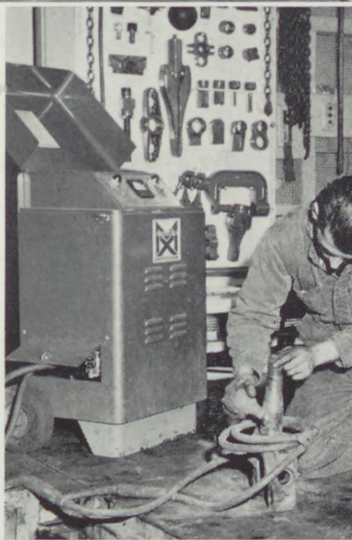


Pride of the line and the envy of other lines is this compact, ivy-covered garage strategically located so that each bus passes twice during each trip. The elongated traffic light, left, hangs over the street and can call in any bus by lighting a combination of two colors of the multi-colored beacon. Each bus is coded with two different colors for identification. The garage was built as a car barn in 1894 and completely rebuilt and modernized in June 1939 to care for the newly acquired buses. It is completely equipped with electrically and hydraulically operated tools for every job from freeing a slug from a coin box to replacing a complete engine. Safety features include adequate lighting throughout, a carbon monoxide alarm, such as those used in coal mines, which sets off a blatant buzzer if the gas content inside the garage exceeds .01 of 1% and two strategically located buttons that will immediately open the three large doors electrically. No cost or effort has been spared to make the 36 by 120 foot shop neat and efficient.





A few of the countless money and labor saving devices to assure continual operation and safety are, above, a lift hoisting seven and one-half tons in the air; a metals x-ray machine, right, that tests every unit of running gear regularly for possible defects; below, left, an overhead spray washes each coach every night; and right, passengers stay aboard while this midget lift hoists the rear wheels and chains are put on, with the bus on its way in less than two minutes. This modern transport system here in Maine is one answer to the wag who said, "What this country needs is a good five cent nickel."



Maine Communities:

Lewiston and Auburn

Making up Maine's second largest urban area, these combined communities measure up to the ideal formula as a place in which to "live, work and play."

By RICHARD A. HEBERT

Community Promotion Manager, Maine Publicity Bureau

WITH THE WORD "BALANCE" being stressed more and more in American community development, a quick, over-all glance at the principal Maine areas of urban population shows the Pine Tree State has a number of notable examples with this desirable locale feature.

Principal accepted components of such community "balance" may be enumerated as economic, social, cultural and recreational, which spheres may further be subdivided or produce associated offshoots of valuable communal activities. A commonly-expressed formula for the same theme is seen in the search for the ideal community in which to "live, work and play."

Viewed in the light of this simple formula, or analysed in detail according to basic components, Lewiston and Auburn, as a community area, must rank near the top of any list of "well-balanced" communities in Maine, or even in the entire Northeast.

Several decades ago, it might have

been less possible, due to deep-rooted civic rivalries and other historical factors, to attempt a joint evaluation of two such distinct municipalities. The same also might be said of such other Maine community areas as Portland-South Portland, Biddeford Saco, Bangor - Brewer, Waterville-Winslow, to name only the more prominent of the Maine "twin" cities and towns separated by rivers.

Today, while political characteristics and municipal operations still may remain as distinctly separate entities in such areas, the American "melting pot" process, hastened by the flux of remarkable economic expansion, has made such an assessment of combined community values highly desirable. Indicative of the trend are the several examples of joint Chambers of Commerce for such "twin" cities and towns.

AUBURN and Lewiston are situated on west and east banks, respectively of the Androscoggin River, which here

flows generally north-south through the center of the County of the same name in southwestern Maine. The cities are at the site of one of the great falls in the mighty river, whose headwaters in the famous Rangeley Lakes chain drain the vast mountain area of northwestern Maine and northeastern New Hampshire.

Here the first dam and mill was built in 1834, on the Lewiston side. Two years later a mile-long canal was built, also on the Lewiston side, to supply process water and power to textile plants, beginning an area of industrial and population expansion which has continued for more than a century.

Today, this section of the Androscoggin supports four large power developments for industrial and domestic use. It is near the geographic center of the Central Maine Power Company network with transmission lines from all of the power firm's

major generating plants converging at the nearby Gulf Island switching station. In addition, the two-city area is ringed with modern substations, for efficient and constant distribution of electricity. Power for industry has never been a lack in the Lewiston-Auburn area, a situation which C.M.P. planning engineers also have projected far into the foreseeable future.

A generation ago, when the value of advertising slogans came into popular recognition, Lewiston took for itself the title: "The Industrial Heart of Maine." Auburn prided itself on being "The City of Homes" and also "Maine's Busy Shoe City." Today, due to the growing diversification of industry in both cities, especially the growth of the shoe industry in Auburn, the first title might be applied to both cities combined.

Textiles became and still are the principal industrial product of Lewiston, and shoes and moccasins the

Looking north along the Androscoggin River to the Great Falls above North Bridge, this air view shows three of the four bridges connecting the two cities, with a concentration of some of Lewiston's many large industrial buildings on the right. Many elm trees line Auburn's in-town business and semi-residential section on the left.





These construction views of Lewiston's now-completed Montello Heights reservoir gives an indication of the size of the three-year, \$425,000 project, which doubled the city's water supply and is planned to take care of the city's growth needs for 50 years into the future.

chief output in Auburn. Historically, the first small shoe and boot manufactory in Maine was in Minot, from which Auburn was separated as a new town in 1842.

While textiles and shoes still remain the chief products of the two cities, there are today no less than 20 separate industrial classifications in the twin-city area. Some of these include, beside textile and leather products, a diversity of wood products, paper boxes, apparel, mattresses, toys, confections, brass and iron foundries, sheet metal fabrication, light machinery, industrial and consumer chemical preparations, brick, meat packing, food processing, baking and printing.

Out of a combined population of 64,220 (Lewiston, 41,142; Auburn, 23,078), the industrial labor force of the two cities is estimated at about 25,000 persons, probably the highest percentage in Maine. Total industrial payrolls for the two cities rose to a new peak of \$32,751,981 in 1950, while value of manufactured products is estimated currently as nearly \$120,000,000.

OTHER PRINCIPAL economic features of the two-city area may best be grasped by viewing Lewiston and Auburn also as a commercial, financial, transportation and distribution center for nearly all of Androscoggin County, plus adjacent areas of Cumberland, Oxford and Kennebec Counties.

Androscoggin has, in addition to the two cities, 12 town areas. Three of these—Lisbon Falls, Livermore Falls and Mechanic Falls—also are indus-

trial centers, while the remaining towns are distinguished principally by agricultural and small industrial components.

Agricultural efforts tend chiefly to dairy products, poultry, livestock, field crops, canning vegetables, forest products and fruits and berries, in that order.

Total population of the county is 83,717, but the effective normal retail potential within 20 miles of the two cities is estimated at more than 125,000 persons. This helps explain the strong mercantile and financial position of the two-city area, in addition to its industrial situation.

A few approximate figures, based on latest census counts show the following for the two cities, allowing for slight variations: Retail establishments, 700; wholesale, 40; professional offices, 300; total resources of eight banks, \$100,000,000. In Auburn, 89 per cent of the population is native-born; in Lewiston, 76.41 per cent, these percentages having risen considerably in recent years. Predominating national origins are English, French-Canadian, Irish, German, Italian, Jewish, Scottish, Lithuanian, Greek and Polish. Number of dwelling units: Lewiston, 11,799; Auburn, 7,250.

All these statistics show better than the national average gains between 1920 and 1950, indicating the dynamic characteristics of the combined communities.

Educational statistics also show an unusually strong base for the cultural development of the two cities. Bates

College (PINE CONE, Winter, 1945-46) on a beautiful campus in Lewiston, has a normal co-educational enrollment of some 1,200 students. Lewiston also has a business college, two high schools, nine elementary schools and seven kindergartens, besides eight parochial schools, all with combined enrollment of some 7,700 pupils and students. Auburn has 17 public schools, including high school and two

junior high schools, together with parochial school, two private schools and one business college, all with combined enrollment of about 7,000 pupils and students.

Each city has its own public library, with a total of more than 100,000 volumes, besides the Bates College Library and several private depositories. Thirty-two churches of various denominations serve the community's religious needs. The two cities wisely have an adequate complement of the various professional services

Auburn's Halloween project, one of the most successful in New England, allowed this uninhibited water color artist to decorate a Court Street store window. Auburn merchants donated prizes for the best paintings, which washed off easily.

THE POLITICAL complexion of two communities is one of their distinguishing features. Lewiston is recognized as preponderantly Democratic, while Auburn is considered a stronghold of Republican politics. Lewiston was the first city in Maine to adopt the Mayor-Council-Manager charter, in 1917. Lewiston has elected mayors since 1863, but adopted the Mayor-Council-Commission charter in 1939. In Auburn, the City Manager is the executive and administrative officer for the city.

Differences in partisan politics, though sometimes heated, have generally not been allowed to affect essential municipal cooperation between the two cities, especially in recent decades. As would be expected, Auburn residents work in Lewiston and vice versa. Shopping needs are filled interchangeably in the two communities. Large gatherings, such as conventions, will use the hotel or assembly hall facilities of both communities as if they were one.

While Lewiston has the largest Armory in the State of Maine, it is also for a convention and exposition hall and indoor sport spectacles. Auburn is the shire city of the County with the County Courthouse and allied facilities.

Auburn and Lewiston also are strategically located in relation to outstanding recreational facilities. Within a 25-mile radius of the main highway connecting the two cities lie parts of three lake chains and a large section of the Casco Bay area. Within a few miles are scores of additional ponds and a large section of the south-central Maine coastline,





Auburn's notable city recreation program is expanding rapidly into the adult field, with arts and crafts classes gaining popularity. At the left is Superintendent James H. Grooms, director of Parks and Recreation, looking over his wife's hooked rug work. At the work table foreground, clockwise, are N. S. Trask, Miss Frances B. Wentworth, Mrs. C. I. Gowell, Mrs. M. A. Briggs, Oscar G. Holt, project director, and Mrs. Richard B. Gorman.

its beautiful peninsulas, island and bays. Woodland, farm tracts and rolling hills characterize this section of Maine comprising the basin area of the lower Androscoggin River.

With easy access to nearby vacationing, fishing and hunting, both inland and coastal, recreational needs within the two-city limits are by no means forgotten. Lewiston has two city parks of 30 acres, several baseball and football parks, a professional hockey rink, and swimming and wading pools. Auburn, nearly twice as large in area (65.3 square miles to Lewiston's 35), has six city parks, four bathing beaches, 12 playgrounds, two football fields, four baseball fields, and four skating rinks.

Notable expansion has been made in recent years in both Auburn's and Lewiston's municipal recreation programs. Both cities have full-time recreation directors, with the Auburn superintendent also directing the Auburn park program. The Auburn program has made such progress under the direction of James H. Grooms during the past six years as to attract

national attention. While both programs are concerned primarily with children and teen-agers, recent additions have been made to serve adult groups in craft and hobby facilities

WHILE space does not permit a detailed exposition of the ever-increasing recreational projects underway or planned in the two cities, a timely note might be made of the many Christmas season activities in both cities. Auburn also has established a highly popular Winter Carnival (Jan. 23-25 for 1953), with an unusually high percentage participation by all school-age children.

As the second largest shopping center in Maine, Lewiston has taken considerable pride in its Christmas decorations, which are among the best in Maine and draw much attention from other cities. The project, sponsored by the Lewiston Chamber of Commerce, was started in 1949 as a five-year program, with additions being made each year. This year it featured a life-size Nativity set, two 60-foot community trees, a replica of

SS. Peter and Paul Church, two ever-green archways and 85 six-foot trees on the business center light poles—all of which are illuminated with stars and multi-colored lights.

Auburn and Lewiston both have Chambers of Commerce, with the latter the much more active. The principal national civic and service clubs also make outstanding contributions to the community life of the two-city area. In addition to its annual Christmas project, the Lewiston Chamber has given considerable effort

to traffic study and is pressing for creation of a Parking Authority for off-street parking before the situation gets worse.

Both cities also are alert to the need for new, diversified industries and this year Lewiston became the first city in Maine to create an Industrial Development Department. At this writing, in addition to several promising prospects, establishment of a new shoe plant to employ up to 500 workers seems likely. The Chamber of Commerce has prepared an "Essen-

One of the many sets decorating the Lewiston shopping section during this Christmas season is this Nativity scene and 60-foot community tree on one of the Main Street traffic islands. Lewiston has gained considerable favorable notice for its extensive Christmas decorations, sponsored by the Chamber of Commerce.





Children of all ages use the Lewiston municipal swimming pool, provided by Maine's second largest city in its rapidly expanding recreational program.

Before and after views of Auburn's Pettingill Park, where a five-acre baseball park was fashioned from an alder swamp. The entire 50-acre tract will be developed completely in the next few years, giving Auburn one of the finest year-around municipal recreational parks in the Nation.





During the Springtime "high water" period, this is how the Great Falls look from the North Bridge. At freshet pitch, the volume of water is twice as great and affords an awe-inspiring spectacle. The famous Lewiston Canal, serving large textile industries, leads off from the dam at upper right.

tial Facts" booklet to attract industry to the city.

New industry activities in Auburn are being handled mainly through the City Manager, Bernal B. Allen and this year resulted in the addition of a new shoe plant. Auburn also is developing a prefabricated houses industry and civic leaders have the latchstring out for all types of industrial possibilities, small and large. Within the Chambers of Commerce is a Lewiston-Auburn Industrial Development Committee, composed of leaders in the various fields of community life.

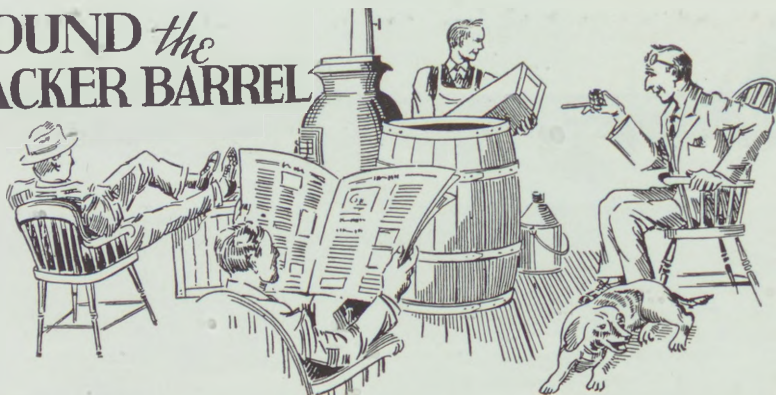
SPACE limitations have not permitted more than a sketchy outline of the principal basic factors which make the Lewiston-Auburn community one of the ideal "balanced" areas in Maine. The respective Chambers of Commerce and city governments

are able to elaborate on each feature in the minutest detail. The annual city reports, for example, are annual New England honor winners, indicative of the pride and interest of the citizens in municipal affairs.

One gets a distinct impression of dynamic community spirit in both cities, a civic alertness in the major fields upon which the prosperity and well-being of the communities depend. Community and business planning for the future seem to be constantly in the minds of the community leaders.

The progress of both cities can be measured in the comparative statistics in all departments of the two cities for the past 30 years and more. It has all added up to shaping the combined cities of Lewiston and Auburn into an inter-related, "balanced" community, suiting extremely well the formula of being an excellent place in which to "live, work and play."

AROUND *the* CRACKER BARREL



By RUTH HARVEY

HOLIDAY PREPARATIONS are under way at our house and the days are filled with purposeful activity. In anticipation, ruby red jars of cranberry sauce stand at attention on the kitchen counter, and nearby rest upside-down loaves of rich dark fruit-cake cooling from the oven. The dining room is in a constant state of happy confusion with gifts, wrappings and ribbons scattered everywhere, and dominating the living room is our diminutive fir tree all decked out this year in silver and green. An air of secrecy pervades the conversation—it's Christmas time again!

'Long about this time of year we like to make special pre-holiday visits to some of the gift shops where we can glean new ideas not only for Christmas giving but for those inevitable birthdays, anniversaries, and other occasions that seem to pop up once the New Year gets under way.

One of the most delightful gift shops we've visited recently is **The Christmas Shop** on the Black Point Road in Scarborough. Warm inviting lights welcomed us from the darkness, and as we went up to the door, hospitable Mrs. Helen Libby Walsh was just hanging a tiny lighted lantern outside on the porch. Inside was a veritable fairy Christmas-land with pine and holly, angels and Santas. There are gifts here to suit every taste and purse, gifts from Maine and around the world. Mrs. Walsh's collection of tiny, hard-to-find items

is quite captivating. She has spared no effort in assembling the unusual. What's more, she apparently enjoys doing it.

A visit to the New England Industries at Saco is always rewarding. We were especially interested this year in some glassware that we hadn't seen before. There were punch sets, cocktail and highball glasses, even a complete table setting for four—all in clear glass with a handpainted design of Maine's own pine cone and tassel done in brown and green. In addition, the prices were "down to earth." A perfect wedding gift for any couple who love the Pine Tree State.

If you've been yearning for some of **Len Libby's** chocolates (and who doesn't occasionally), just sit down and send for the leaflet which describes all the fine chocolates and candies you can buy there. For many of us, a box of Len Libby's is a "must" whenever we drive out Higgins Beach way. Now you can make your personal selections by mail, and in just the time it takes to fill your order and rush it off to you, your "sweet tooth" will be satisfied. The address is: Len Libby Candy Shop, Spurwink Road, Scarborough.

NOT ALL our gift shopping is done in person. We're one of those people who read catalogues avidly. It's lots of fun, especially when you've been unable to beg, borrow, or steal one of those weighty Sears, Roebuck or Montgomery Ward catalogues!

Maine's Massachusetts House Workshop in Lincolnville has just issued its 1952-53 catalogue of gifts and Maine Handicrafts. Open year-round, the latchstring is always out for you who are on the lookout for that perfect Maine remembrance—either for yourself or for a gift. If you'd like some Christmas cards done by Maine artists, you can find them here. Too, their various assortments of "Down-East" food delicacies are "eatables" to make anyone happy, and include everything from clam chowder to Indian pudding.

Another very attractive little catalogue of gift and wearable items has just been received from **Wincliff House** at the Landing in Kennebunk. With its novel cover design and Maine coast sketches by Robert Chace, it's pleasure-reading even if you don't avail yourself of some of the perfect gifts until later. Photographic scenes of Maine on plastic coated place mats, the always wanted lobster bibs, and that beautiful sand dollar jewelry, handcrafted in sterling by Clifford Russell, are just a few of the offerings in the catalogue.

Before we leave the subject of gift items, we'd like to mention the **Cape Shore Paper Products** of South Portland whose products were recently featured at Portland's Union Station in the series of Made-in-Maine displays sponsored by the State Chamber of Commerce. We particularly like the notepaper with its water colors of Atlantic Coast sailing vessels done by Carl D. Lane of Rockport, a well-known author and painter of nautical subjects. They're called "Offshore Notes," and if you're as fascinated by sailing schooners as we've always been you won't be able to resist them. Just a thought—they would even be nice framed for a boy's room! These and other styles of typical Maine notepaper, stationery, and other paper products are available at the gift shops. Also—their Cone and Tassel Pine Soap, which we are sending as a remembrance along with our Christmas card to friends in Chicago, has that clean piney smell of a breeze-swept Maine summer.

MAINE PEOPLE may not always make the headlines, but we notice

they are often to be found doing something worthwhile. One such is Mrs. Harold Dumont of Skowhegan. Maine State Advisor of Women's Activities of the National Foundation for Infantile Paralysis. Mrs. Dumont was chosen to act as a consultant and to play a leading role in the Foundation's new organizational film "Lights On." Scenes for the picture were shot by RKO Pathe Film Studios of New York at Williamstown and Pittsfield, Mass., Hoosic, N. Y. and Bennington, Vt. The film will be shown throughout the United States and Canada to assist March of Dimes volunteers in the correct procedure for organization of the new "Mother March on Polio."

Louise B. Huart of Farmington has received word recently that her brother, Robert M. Butler of Newark, N. J., a member of the faculty of Newark Academy since 1943, has been appointed assistant headmaster and director of admissions of that 17-year old day school for boys. Mr. Butler received his degree from Bates College and was a member of the Bates cross country and track team during his college days.

Professor Robert M. York, acting head of the Department of History and Government at the University of Maine, was named recently by President Arthur A. Hauck as a member of the faculty committee on administration at the University. Professor York, a Wilton native and Wilton Academy graduate in the class of 1933, received his full professorship last July as one of the youngest professors in the field. He has concentrated on Maine history and is collecting material for a history of the state which he expects will be ready for publication by 1955.

Another University of Maine man, Clarence Albert Day, Extension Service editor at the University, has been honored by Epsilon Sigma Phi, the national Extension honorary fraternity. Announcement of the award, a certificate of recognition for his many years of outstanding work in the field of agriculture, was made at the fraternity's annual dinner held November 9 in Washington, D. C. Mr. Day is a native of Westfield, Aroostook County, and was success-

sively a farmer, school teacher, and a county agricultural agent before becoming Extension editor of the University of Maine in 1935. He has written several manuscripts about Maine history, mainly concerning agriculture.

CONGRATULATIONS to the Maine Society of New York on the first edition of their News Letter, dated November 7. Announcement was made of the buffet supper and reunion on Friday, November 28, at the Netherlands Club, 10 Rockefeller Plaza, special features to be movies of Maine college football games and singing led by Johnny Jarvis and his popular accordion.

1953 will mark the 50th birthday of this very active State group. A big formal Golden Anniversary Dinner is being planned for Thursday evening, February 5th, at the Waldorf Astoria Hotel. James Stacy Coles, new president of Bowdoin College, will be the guest speaker. Full details of the evening's program will be announced in a later News Letter, but it promises to be a gala Maine-style evening.

A membership drive has been launched by the Society to obtain at least 50 new members before the Fiftieth Anniversary Celebration. If you're interested, just write for details concerning membership to The Maine Society of New York, Concourse 15, 30 Rockefeller Plaza, New York 20, N. Y.—or call COLUMBUS 5-2460. Officers elected at the Society's Business Meeting held in Fraunces Tavern on May 8, 1952, are: Dwight E. Libby, President; Frank H. Burns, Vice President; Herbert M. Lord, Secretary-Treasurer; and Mrs. Edna Buzzell, Assistant Secretary-Treasurer.

The Maine Society of Washington, like lots of other people the country over, has taken up square dancing. At their meeting on November 18, the Stultz Cap Mountaineers from Woodstock, Va., provided music and instruction for what we know was an evening full of fun. Their December meeting, on the 5th, was a chowder supper, their first in many years, with a film program to follow.

The Society has a letter from Senator-elect Frederick Payne assur-

ing them that he will be on hand for the Congressional Reception Saturday, January 17. Governor-elect Burton Cross and Mrs. Cross are also expected to be in the receiving line along with the Congressional Delegation.

If you are working or living in the Capital and would like to meet other people from Maine, call or write the corresponding secretary, and we know she will be delighted to tell you about the Maine Society of Washington. She is Mrs. W. Clark Noble, 1736 Columbia Road, N. W., Washington, D. C., telephone HOBart 7272.

At the meeting of the Maine Women's Club of New York on November 8th in the Astor Hotel, Dr. Charles F. Phillips, President of Bates College, spoke before an unusually large group. Dr. Phillips emphasized the place and need of the liberal arts college in the twentieth century. He recommended a liberal arts education as a means for a broad basic background, as an influence on the motivation of a career, and as an avenue to promote ideas, ideals, and attitudes in developing people of integrity.

Three new members were admitted into membership. Mrs. Rudolph Fager (Eva Merrill of Bowdoinham), Mrs. Chester Greenwood (Angely Cleaves of Addison), and Mr. Dwight E. Libby. Reinstated was Mrs. Frederick Coombs of Franklin.

Some interesting meetings have been scheduled for the coming month, including a Christmas Carol party on December 13, a travel program on January 10, a visit to Chinatown on January 29, and on February 10th at the Hotel New Yorker, the Maine Women's Club will present the program for the National Congress of States Societies.

(Our thanks to Miss Emeline L. Paige, of Portland, for the following write-up on the recent Maine Young Composers Award, sponsored in the State by the Maine Broadcasters Association.)

THREE INTERNATIONALLY acclaimed musicians met in Waterville on August 27 with members of the Maine Broadcasters Association to judge compositions submitted for the fir-

Young Composers Radio Awards, sponsored jointly by the broadcasters and Broadcast Music, Inc. (BMI) of New York.

Entertained at luncheon at the Elmwood Hotel by Faust Couture, WCOU, Lewiston, president of the association, Miss Marianne Kneisel, Blue Hill and New York City, Mme. Genia Nemenoff and Pierre Luboshutz, both of Rockport and New York, were joined by Dr. Ermano Comparetti, head of the department of music at Colby College, in an informal discussion of the importance of discovering new music and encouraging young composers.

Others at the meeting were Jack Atwood, WRDO, Augusta, MBA vice-president; Carleton D. Brown, WTVL, Waterville, secretary; Fred M. Petra and Reginald Hachey, both of Waterville, young composers whose work was heard during the afternoon; and

Miss Emeline K. Paige, Portland, executive secretary for the association's music committee. A third contestant, Miss Elizabeth H. Larsen Dexter, was unable to be present to meet the distinguished judges, but sent a recording of her music from Bennington, Vermont, where she was attending a music conference. Miss Larsen is attending Bennington College, Petra is at Colby, and Hachey at the New England Conservatory of Music.

Both Miss Kneisel and Mr. and Mrs. Luboshutz (Mme. Nemenoff) have been "permanent summer residents" of Maine for a number of years, and expressed their satisfaction and pleasure at having a part in this first effort to discover and reward young Maine composers of serious music.

The judges' decision gave first place to "Ajax"—a Prelude and Fugue scored for flute, violin, trumpet, and

Left to right—(seated) Emeline K. Paige, Portland; Mme. Genia Nemenoff, Pierre Luboshutz, both of Rockport and New York; Marianne Kneisel, Blue Hill and New York; (standing) Carleton D. Brown, WTVL-WRKD, Waterville and Rockland; Reginald Hachey, Waterville; Jack Atwood, WRDO, Augusta; Dr. Ermano Comparetti, Colby College; Faust Couture, WCOU-WFAU, Lewiston and Augusta (president, Maine Broadcasting Association), and Fred M. Petra, Waterville.



piano—by Fred Petra. Certificates of Merit and savings bonds were awarded to Miss Larsen and Hachey. Petra's composition has earned him a year's full scholarship at Colby College—welcome news to a young man who has been leading a dance band after school to help finance his training in the field of serious music.

Feeling that little is being composed with the performing abilities of students and amateurs in mind, Petra plans to make these neglected groups his chief interest. Contemporary music, he believes, should not be reserved for the big orchestras and their seasoned players. Just as everyone who can read reads contemporary literature, so everyone who plays an instrument should have an opportunity to play contemporary music. Petra hopes they'll play his.

BECAUSE OF an office error, some of our subscribers received two copies of the Summer issue of the Pine Cone. Here's what one reader, Mrs. Elizabeth G. Gove of Long Cove Point at South Bristol, wrote concerning the mistake:

"Because there were two copies I didn't hoard the summer issue quite as carefully and it strayed to one of the cottages where a guest found it contained some very interesting information that she could pass on to her daughter. The daughter is doing graduate work in geography and cardography and is writing her thesis on Maine, her Natural Resources and Topography. When the guest mentioned the good material in the little magazine I immediately got out my old copies and she took them home with her to Camp Hill, Penna."

Another letter came to our desk a short time ago from Mrs. Rose Page of Battle Ground, Indiana, that we'd like to quote in part. Mrs. Page

writes: "I am not a Maine-iac in the true sense of the word but I feel I am one, sort of by adoption. What there about Maine in particular and New England in general that make one from another state feel that same kinship toward a 'Downeaster' that experienced by natives of the Pine Tree State?"

"Way back some thirty-odd years ago when I was a young Hoosier housewife I answered a letter, appearing in the Sister's corner of a little magazine no longer in publication, which was written by a young Maine housewife. There developed a correspondence that has lasted through the years. She and I were the same age . . . and our lives have paralleled in many ways.

"My pen pal has a wonderful flair for description and in her word pictures I felt I was learning to know Maine and Maine-iacs very well and I liked what I knew.

"Six years ago after years of 'someday' planning, my daughter and I made our first visit to Maine. We flew from Indianapolis to Boston and made the remainder of the trip up to Lewiston by bus. There we were met by my friend and her family, Mr. and Mrs. Charles B. Russell of East Sumner. From that moment I found that as well as we thought we had known Maine and the Maine-iacs we really had no idea of the beauty and fascination of the state or the lovely qualities of her people."

Mrs. Page goes on to tell us that she has since made two more visits to the Pine Tree State and that she and her family are now considering the possibility of making Maine their permanent home. At the very least they intend to spend their vacation here!

A Merry Maine Christmas to you all!



A NEW 345 foot passenger-car ferry is being constructed by the Canadian Government scheduled for operation between Yarmouth, N. S. and Bar Harbor, Maine in the late Spring of 1954. The modern steel vessel will carry 300 cars and 600 passengers one round trip each day. The ship is being built at a cost of \$3,926,000.

Skiing In Maine

Skiing is a highly contagious disease. It attacks both men and women of all age groups. Symptoms start with the first flurry of snow and quickly develop into advance stages of "Winteritis." The only known treatment is to don skis, get out on the slopes and swoosh down the trails and hills at every opportunity. The speech of those afflicted takes on a strange jargon of arlberg, sitz-mark and wooly bears and the condition usually lasts until long into the Spring. The heavy snows of last season and the popularity of Maine winter recreation areas resulted in more people finding pleasure in the activities on the slopes and the sociability of the ski lodge than ever before. It is estimated that this winter business was worth over a half million dollars to Maine. This year practically every community, school and college is planning winter carnivals and ski meets. Many of these will center around the ski tow areas listed below that will be in operation in Maine this season.

AROOSTOOK STATE PARK, PRESQUE ISLE. This popular State Park is located four miles south of Presque Isle, just off U. S. Route 1. It features a spacious lodge, a half mile trail on Quoggy Joe Mountain and open slopes served by a 600' rope tow.

BAKER MOUNTAIN AREA, BINGHAM. This development is located in the Maine snow belt and has two tows, 1300' and 800', that service several open slopes and trails of all gradients. A heated ski lodge is located here and lunches and coffee are available at the snack bar.

ASHLAND SLOPES, ASHLAND. community development in Aroostook County just outside the town of Ashland. The rope tow serves open practice slopes and slalom run. A lighted skating rink is located in the town for pleasure skating and hockey games.

BAUNEG BEG SLOPES, NORTH BERWICK. The area is three miles south of Sanford on the back road to North Berwick. The open slope is 4000' long and 1200' wide with a 60' rope tow. A $\frac{3}{4}$ mile trail is located behind the slopes, on Mt. Mari. Slopes are lighted and a ski lodge and lunch bar are available.

BETHEL SKI SLOPE, BETHEL. Located on Route 35, the open slopes are lighted for night-time skiing and are serviced by a 1000' rope tow. A heated ski hut and lunch bar is available at the slope. The Swan's Corner Slope, nearby, has a 30 meter jump and the Swan's Corner Trail, 3000' long and 250' wide, has a maximum grade of 33°, vertical descent of 600'.



BLACK CAT MOUNTAIN AREA, MILLINOCKET. Situated in the Katahdin region of central Maine, this development features both open slopes and trails. The slope, 2400' long and 200' wide, has a 1500' rope tow. A practice slope, 500' long and heated ski hut and lunch bar are here. North Tower Trail, ½ mile long, with vertical descent of 412', is also serviced by tow.



DEER HILL, HARRISON. This area is located 3 miles from village and features open practice slopes, 1900' long and 400' wide, with a 1200' rope tow. There is a heated ski hut and lunch bar available and a large parking area.

GORHAM SLOPES, GORHAM. Also serves the greater Portland area. Located in Gorham village, on Route 25, these practice slopes are within 10 miles of Portland. This area is lighted for night-time use.

HURRICANE SLOPES, CUMBERLAND. On the Old Country Road, 9 miles north of Portland, this area has a 1000' rope tow serving practice slopes, 1100' long and 600' wide. 1000' trail with vertical drop of 180' also in tow area. Lunches served at farmhouse at foot of slopes.

JOHN ABBOT TITCOMB MEMORIAL SLOPES, FARMINGTON. Extensive development with large ski lodge, two tows, small practice jump and three trails. 1100' and 600' tows serve slopes, 1500' long and 450' wide. Extensive children's program. Snack bar in lodge and slopes lighted for night skiing.

CAMDEN SNOW BOWL, CAMDEN. Set in a natural amphitheatre, 3 miles west of the village, the area serves as a community recreation area. It has a large spacious ski lodge with luncheon bar and recreation rooms and open slopes with a 1200' rope tow and several trails. Skating on pond at base of slopes, toboggan slide and entire area lighted for night-time use.

DUNDEE HEIGHTS, NORTH GORHAM. Within 14 miles of Portland this development serves the greater Portland area. Practice slope has 430' rope tow and is 450' long and 500' wide. The vertical descent is 75' and it is lighted for night skiing.

HI POINT TOW, AUGUSTA. Located 4 miles north of Augusta, on Route 27, this practice slope serves the Augusta-Waterville area. The slopes are serviced by a 400' rope tow. There are many skating ponds nearby.



KING'S MOUNTAIN SLOPE, BANGOR. Close to Bangor, this area features three trails and open slopes. 1000' slope on King's Mountain is 500' wide and has 700' rope tow. Bald Mountain Trail, 4 miles long; Ledge Trail, $\frac{1}{4}$ mile long; and Chapman Trail, $\frac{1}{4}$ mile long. Heated ski hut.

McFARLAND'S HILL, BAR HARBOR. This development, down on the coast, serves the Mt. Desert Island area. The open slopes are serviced by a 1330' rope tow. Ski hut and lunch stand in area. Active outing club program at slopes.

NORWAY SKI SLOPE, NORWAY. Just off the main street of Norway, this tow area serves the twin towns of Norway-South Paris. The slopes cover 4 acres with an average grade of 18%. The 600' rope tow serves both the slopes and a $\frac{1}{2}$ mile trail. Many restaurants located in town close by the area.



LONE MOUNTAIN, ANDOVER. Located in the snow region of Rumford-Andover, the area has a 1000' T bar cable tow and a 40 meter jump. Slope is 500' wide and 2000' long. Site of intercollegiate jumping meets. Heated hut and many cross country and downhill trails in area.

NORTH'S HILL, WILTON. Operated by Wilton Community Ski Tow Association with extensive children's program at slopes. Open slopes with 400' rope tow. Warming hut.



PLEASANT MOUNTAIN AREA, BRIDGTON. One of the largest developments in Maine, located between Bridgton and Fryeburg, on Route 302. Three tows, 1200', 1000' and 500', serve the many open slopes and trails. Open slope is 2500' wide. Jack Spratt Trail, $1\frac{1}{4}$ miles long, and Pleasant Mountain Trail, $1\frac{1}{8}$ miles long, lead off the slopes. Ski lodge, repair shop, lunch bar, instruction.

QUODDY SKI CLUB SLOPES, PEMBROKE. Located in the Passamaquoddy Bay region serving the communities of Eastport and Lubec in Washington County. Rope tow on open practice slopes with active ski club program.

REIDER CHRISTIANSEN HILL, RUMFORD. 55 meter jump, rated as one of the best in the East. Site of FIS Meet (1950) and Olympic Try-outs (1951). Two other jumps in area, 20 meter and 10 meter. Two cross country trails have been cut here, one, 18 kilometers and the other, 30 kilometers, used for Olympic Team practice and qualifying contests.



SUGAR LOAF MOUNTAIN, KINGFIELD. Area now under development on the side of Maine's second highest mountain (4,237'). Trail has vertical drop of 2,500' in $1\frac{1}{2}$ miles. Upper slopes have average grade of 33° and lower slopes, 10-15°. Average snow cover, 120 inches. Site of annual Giant Sugar Slalom races.

Minstrelsy of Maine

Edited by DAN KELLY

Editor of AS MAINE WRITES: An Anthology of the Poetry Fellowship of Maine, and REED: A Magazine of Maine Poetry.

POEMS, to be eligible for consideration for this Department, should be about Maine or of particular interest to lovers of Maine. While at least minimum standards of craftsmanship will be required, selections will be made on the basis of *reader interest*, rather than critical perfection. Only previously unpublished poems should be submitted. All submissions should be sent directly to DAN KELLY, Editor, *Minstrelsy of Maine* Department, 37 Stone Street, Augusta, Maine; and should be accompanied by the usual stamped, self-addressed envelope for return of the material if not found available.

marginalia

WHAT IS THE POET? The question may never be fully answered, indeed, each answer poses yet another question. Any attempt to explore the question involves a contradiction in terms for the poet is at once a part of the people and apart from the people. He is with them and not with them, he stands alone surrounded. This paradox is a profound necessity of the poet for without it he is an incomplete being. Without his heightened aloneness the poet is not unique and is, without doubt, happier; without his common oneness with humanity the poet is not in touch with the source of his greatness and is, equally without doubt, lonelier.

The most successful poet, therefore, would seem to be the poet who walks the narrow tightrope of individuality, falling neither to the left into the mediocrity of the masses nor to the right into the eccentricity of the few. He must square the realities of many with the reality of one; he must prove with the wonderful illogical mathematics of poetry that the sum total of all equals the sum of one, and that the sum of one is the total of all.

Oddly enough, with the symbols of poetry this equation makes very good sense. Yet, the poet can never forget that the individual is always a different answer and humanity is always the same answer. Little wonder that the poet is a seldom and a rare flowering. So great a sensitivity is required that the mere contemplation serves to frighten, confound or blind the tentative soul. Still, this need not be so if the approach is made with perceptive self-awareness, an inquiring mind and an understanding heart.

What is the poet? Well, he most certainly is a question mark. He is an enigmatic equation; a part of and yet apart from the people. The poet is a question answering himself and an answer questioning himself.

POET

Who looks upon old sights
With new vision
Or upon old visions
With new sight.

Dan Kelly
Book End
Augusta, Maine

When I Was Ten

When I was ten I owned a world
apart,
Its voice was music as it beckoned me
To secret places in the wooded glades
Where fairies dwelt; to shrub and
leafy tree
Where gnomes and elves were waiting
to perform
My bidding as their princess, and I
knew
The joy of beauty in a flower's cup,
And fragrance of its sweetness wet
with dew.
The birds were friends and laughter
in their song
Was echoed in my heart; my skipping
feet
Released the magic of my happiness
In rope-spun cadence and staccato
beat.
I spoke the language of the universe,
People and animals alike to share
And love; the nights were deep and
sweet with sleep,
Enchanted as a breath of summer air.
The sun was brighter, and the
shadows filled
With mystery unbelievable since then;
A-tiptoe on the summit of a dream,
The rainbow's gold was mine, when I
was ten.

INA LADD BROWN

Passing Summer

Summer is a deer on the run.
July hesitates, poised on polished
hooves,
Tossing leafy antlers skyward.
August leaps over the fence of
September,
Raising its white flagtail of
"Winter's coming, winter's coming,"
And summer is passed.

MRS. ROBERT HIGGINS

Day After An Ice Storm

Black and white
enclosed in crystal
shining in the sun ---
the birch tree bends
before the wind
ice tinkling
crystal tunes.

CATHARINE CATES

December Morning

A hundred ice-spun harps
Fingered by the wind
Release their silver notes
Bell-like upon the air.

Never a carol lovelier
Than this impromptu song,
Chance collaboration
Of temperature and rain.

DON BOEK

Promised Land

He keeps these acres now because
Of verses written long ago:
About a mystic lake with stars
Repeated in the depths below;
About the dainty track of deer
In snow new fallen in the wood;
About the mayflowers at his feet
That made the spring seem right and
good;
About the gull within his cove
That tried to seek security;
About the Shaker bell that tolled
Its quiet Sabbath melody;
About the loveliness that grew
Where once it died in midnight flame.
For here were love and laughter,
peace
And sorrow—sweet beyond a name.
So memory recalls to him
A heaven held within his hand,
And crystal moments to create
A kind of ancient promised land.

ADELBERT M. JAKEMAN

Snowflakes

Each rounded white inflection
Carved from time and space
Displays the sweet perfection
Of an artless grace.

The solid and the tenuous,
The instant and eternity
Are webbed in a curious
Anonymity.

Substance of the storm,
Thy fragile symmetry
Enclose in its form
Infinity.

ADDISON LIBERMAN

Winter Peace

The frozen brook is now at ease,
Her peace is made with winter's
storm.

Quiet she lies in her ivory tomb
And trees let fall a snowy tear
Remembering sounds they cannot
hear.

DON CONANT

Rosemary Is For Love

We are the sum
of all we meet.
A blending of
spring and winter.
Like crocuses
cushioned in the snow
making the heart leap
to see them grow,
A part of
the tenderness put forth.
All that is sweet
with the bitter lost
like mint springing
up through the rue
my heart leaps
at the sight of you.

MADALEINE SALISBURY HINKLEY

Orientation

If her name were as the water, flow-
ing,
Or as the lichen green, content; if sh-
were
Native to repose, in deep-rooted vi-
brancy at rest,
We had caught her consummate, in
her colloquy
Of depth with depth and heard a
poetry completed
In the singing integration of herself

ELEANOR D. COLI

False Spring

Spring fumbling at her winter wrap-
too early
Now shivers in the snow-filled air
Plumed willows weep into the river
Mirroring their deep despair.
Brave lilacs like ice-covered sentries
Dream longingly of June.
The gnarled old pine, still winter clad
keeps sighing,
"Too soon, too soon, too soon."

WINIFRED C. BLANCHARD



IN A CHURCH yard near Mercer stands a monument to a tree. It was erected in 1936 by Kilbridge Gray, formerly of Madison, in memory of an elm tree which stood in 1870 on the east bank of the stream a short distance north of the village bridge. A bronze tablet attached to a grinding stone taken from an old grist mill in Mercer states that the tree was 32 feet in circumference at breast height and was twice hit by lightning. The tree was believed to be the largest ever grown in New England.

LATEST IN the list of Maine-made products to go to market packaged in the distinctive blue, white and red State of Maine trademark is maple syrup. Members of the Maine Maple Growers Association recently adopted a uniform label featuring a colorful six-color maple harvest scene and Grade "A" Maine syrup should be on grocers shelves in this container early in the Spring.

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Mother and Child

By DON BOEK

HUSH, BABY, hush, rest your little wing.
(Mary, know not you hold a King?)

Sleep, baby, sleep, hark to mother's word.
(Mary, Mary, He is the Lord.)

My King, My Lord, but first my Child.
(So be it, Mary, gentle and mild.)