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Maine Developments, January 1963

Maine Department of Economic Development

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MAINE DEVELOPMENTS

Department of Economic Development

Augusta, Maine

Lloyd K. Allen, Commissioner

Vol. 2 No. 2

January, 1963

WATERVILLE MOVES

Waterville's going places.

The Keyes Fibre Co., of Waterville, world's largest producer of moulded pulp products, has taken a long term lease on the 30,000-square-foot speculative building in the city's industrial park, to be used as a foundry, machine shop and pattern department.

The city contemplates an ambitious downtown urban renewal project. Construction is soon to begin on an \$800,000 motor hotel. A hotel has recently modernized its facilities and a restaurant has expanded to accommodate 500 diners — among other things.

The proposed \$800,000 motor hotel is another example of how valuable to a state and to a community institutions for higher learning can be. Its proprietor, a Massachusetts man, became acquainted with Waterville as a Colby student.

GOV'T. CONTRACT

The Saco-Lowell Shops of Saco have been awarded a \$125,000 defense contract for production of Army rifle parts.

ANOTHER SPEC BUILDING

Time will prove that the Portland region has an industrial future. But the Area Development Council of the Greater Portland area isn't interested in reading history — it's intent upon making it.

Even before the Council's first speculative building at Airport Industrial Park, South Portland, was sold to the Fairchild Camera and Instrument Corporation, of New York and California a few months ago, plans were discussed for an even larger industrial promotion for the area.

The Area Development Council Building Fund, Inc., with something like one-quarter of a million dollars raised by local business men and citizens to work with, has acquired a 100-acre site adjacent to the Maine Turnpike, north of Portland, and has broken ground for a 25,600-square-foot industrial building, on speculation. The shell, on five acres of land, will be completed within a few months and will be finished to the specifications of the purchaser or lessee.

Thirty acres in the new industrial site, "Riverside Industrial Park," have been purchased by the Milliken Tomlinson Company of Portland, in contemplation of building a large wholesale food distribution facility there.

Eugene S. Martin is ADC manager. Offices are at 142 Free Street, Portland; Area Code 207; phone SPruce 3-8121.

Snowbirds To Return

The BANGOR DAILY NEWS can take a bow for co-sponsoring a successful promotion of Maine's burgeoning winter vacationland program. And so can the three or four state departments, the dozen or more private and quasi-public agencies and the scores of individuals who cooperated in making the visit of those folks from Fort Lauderdale, Florida to the Maine ski slopes something they'll never forget.

Original sponsors of the scheme to swap a couple of dozen or so Mainers who would pay for a week's vacation in balmy Florida for a like number of Floridians who would pay to enjoy a week's Maine winter vacation were the News of Bangor, the FORT LAUDERDALE NEWS and Northeastern Airlines. They called it "Operation Snowbird."

As this is written the Florida people, about 17 of them, have had their outing in the Sugarloaf region and have returned to the southland, rosy-cheeked and exuberant and full of good Maine vittles and a determination to return next year and bring their friends. The Maine swappers were about to take off for Florida.

MUCH IMPRESSED

The Floridians were so impressed with winter fun in Maine and with Maine hospitality — and especially with personal greetings and a welcome from Governor Reed which they found, handwritten on a

Maine Skiing poster upon arrival in their rooms, that they sent a nightletter to their own Governor in Florida, requesting that his office do everything possible to ensure a pleasurable visit for the Mainers in Florida.

Roger Woodcock, DED PR man who saw to AP, UPI and television coverage, including a full-page picture spread in one of the Boston newspapers, said that there was a possibility that a similar deal might be worked out with New Orleans. He said a member of the Chamber of Commerce of that city who accompanied the Floridians would talk it up to the folks back home.

A lobster bake, a chicken barbecue, a sugar-on-snow party were among the eating entertainments provided by the Departments of Agriculture and Sea and Shore Fisheries, with the Maine Pomological Society and the Maine Maple Products Association and the Maine Blueberry Industry contributing, too. The Bangor & Aroostook Railroad chipped in with transportation between the Bangor Airport and Sugarloaf.

THREE QUEENS

Maine's Blueberry Queen, Trudy Kinney of Ellsworth, was one of the hostesses and so were Sally Allen of Madison, Miss Maine Vacationland, and Virginia Yeaton of Farmington, Maine Maple Queen. One con-

(Continued on Page Two)



Snowbirds (from Page One)

tingent, a party of six, made reservations to return next winter, for the Christmas holidays.

Woodcock said the visitors enthused over the winter scenery and the fun to be had in the snow while working up an appetite for hearty Maine victuals, but they appeared to be most impressed by the hospitality of the natives and the spirit of co-operation which prevailed among the many agencies and individuals who had a hand in adding to their pleasure. They commented upon the friendly attitude of the four inn keepers of the region. Only two profited by providing accommodations for the party, but the others contributed toward the festivities just the same.

In the page one picture Miss Maine Vacationland is telling three Fort Lauderdale dentists that Maine MacIntosh apples are good for the teeth.

COMING . . . OR GOING?

If Mr. Clarence McKay doesn't watch out he'll be meeting himself coming back before he starts out, one of these days.

For Mr. McKay, as Director of Exhibits for DED, designs, schedules, sets up and knocks down the colorful displays which this season will advertise the superiorities of Maine to an estimated 700,000 people, give or take a couple, at industrial and sport shows scattered from Miami to Montreal. While resting, he supervises the State of Maine Building displays at the annual Eastern States Exposition at West Springfield, Mass. and the once-a-year Maine Products Show which this year is scheduled for Lewiston.

McKay recently designed the display of Maine products which will be exhibited aboard the Maine Maritime Academy's training ship *State of Maine* on its annual cruise.

EXHIBITS INCREASED

Up until some five years or so ago Maine advertised its recreational advantages with spectacular exhibits at not more than two or three sports shows a year. More recently, thanks to MacKay-designed display panels which can be easily shipped by truck to almost any location and assembled in a few hours, the number of shows has been increased to ten. And industrial development has been featured, as well as vacation travel.

Cooperation of the Sea and Shore Fisheries and the Inland Fisheries and Game Departments helps to make the Maine travel exhibits outstanding, everywhere they're shown. These departments pay the expenses of wardens to help man the booths. Their colorful uniforms add interest to the displays and their knowledge of and enthusiasm for Maine's woods and waters are a valuable asset in arousing the desire to vacation in Maine. The Department of Agriculture and the Forest Service play prominent parts in the annual Springfield show.

One of Maine's promotional advantages is the eagerness with which departments of state government team up to work together in the interests of Maine.

SEASON'S SHOWS

Maine has exhibited at three Boston shows this season and one each in Detroit and New York City. Coming up are: Washington (DC) Auto Show, Feb. 6-10; Miami International Boat Show, Feb. 15-20; N. Y. Daily Mirror National Sports & Vacation Travel Show, Feb. 22-Mar. 3; American-Canadian Sportsman Vacation Show, Cleveland, Mar. 22-31; Montreal Sportsman's Show, Mar. 22-31.

CHALLENGE

The LEWISTON DAILY SUN makes some pertinent points regarding Maine's economic development in the editorial from which we quote:

"Completion of an 18 months professional study of a four county area of the Maine coast has resulted in a report by the Maine Dept. of Economic Development which is a challenge to the coastal area involved, as well as to the entire state.

"The recommendations and suggestions made by the experts who conducted the survey emphasize that the most effective development work is done on the local level, by the people directly involved. They have the most at stake, the most to gain, and it is their own efforts which really count.

"That does not mean that the state and its agencies cannot or should not help. In fact, assistance from the state level can make the local job quicker and better, with everyone gaining.

STATE-WIDE

"While the DED report referred only to the sections of Lincoln, Knox, Waldo and Hancock Counties which were studied, it is interesting to note that the findings well could be applied to other parts of the state. In fact, it would be a good idea for development groups throughout the state to study the survey report since much valuable information may be gleaned from it.

"It is significant that the professional survey pointed to such factors as the need for a vocational training school in the area; the necessity of upgrading educational opportunities through consolidation of school systems; the urgency of enforcing the water pollution laws; an expansion of recreational

CONTINENTAL SOLD

Arrangements for sale of the former Continental Mill property in Lewiston have been announced by Pat Hall Enterprises of Charlotte, North Carolina. Purchaser is Robert Roy, treasurer of Roy Brothers Transportation Company of Lewiston. Selling price was not announced.

Roy said he plans to lease most of the more than half million square feet of floor space to manufacturers, with some space to be used for storage. Closing of the textile mill left more than 1,000 jobless in 1961.

A LEWISTON DAILY SUN editorial comments: "The sale . . . will still the voices of those who would have had the city buy the property and enter the competitive field of industrial real estate. It is a victory for private enterprise."

facilities, as well as modernization of those which exist, in order to profit from an increasing tourist trade in the years ahead; creation of an area-wide recreation council, for more effective promotion work; and state guaranteed loans for recreational development, along the lines of the existing Maine Industrial Building Authority, to mention but a few.

"In many instances, the suggestions mentioned can be applied in community after community throughout the state. While some factors would differ in individual cases, the report points to the major avenues Maine and its people must follow for their own economic betterment."

New Bridgton Plant

A new industry for Bridgton is scheduled to begin operations in February — Bridgton Knitting Mills, Inc., a branch plant of Malden Knitting Mills, Inc. of Lawrence, Mass. The 45-year-old company will produce knit cotton and synthetic fiber backing for its line of fur-finished or pile cloth, in the Maine plant.

Approximately 80 persons, most of them local, will be employed in the 48,000-square-foot concrete block building constructed at a cost of approximately \$360,000, with Maine Industrial Building Authority participation. The new plant occupies a portion of what until a few weeks ago was

an idle 140-acre farm on the outskirts of town.

The owner chose Maine as a location despite urgings from a southern state. He selected Bridgton from among six Maine locations suggested by DED at his request because he liked the neat appearance of the town and the efficiency of the Bridgton Industrial Development Committee which handled the local aspects of the transaction.

In the picture below Ronald A. Lavoie, company executive, instructs a future employe in a training program in which the Department of Education and the Maine Employment Security Commission participated.



THEY'RE COOKING IN AUBURN

For some years it's been Irving W. Rodman's ambition to bake cookies and crackers in his own ovens for sale by grocery stores located from here to Chicago.

This month, he made it. The Dane-T-Bits Biscuit Co., Inc., of which he is president, was scheduled to begin baking in its own ovens in a brand new, neat-as-a-pin building on a new street in Auburn named in his honor, "Rodman Road."

And the people of Auburn are just as proud as is Rodman of the ultra modern commercial bakery, said to be the first of its kind to be built in New England in thirty years. In fact, the people of Auburn helped him build it, by digging up an announced \$80,000 through purchase of \$500 and \$1,000 bonds to get the \$540,000 building project started.

The bulk of construction costs was provided by local banks, with the Maine Industrial Building Authority guaranteeing first mortgage loans.

A FRIENDLY BUSINESS

This is strictly a business proposition, all the way around, but the whole story cannot be told without allusion to the friendships which developed as negotiations proceeded. Members of city government and of the Auburn Business Development Corporation liked the cut of Rodman's jib from the beginning, and Rodman liked Auburn and its people more every time he visited the city. They sort of grew upon each other. More than 500 Auburnites attended a reception at the completed plant, to wish it well.

Expected production is 15 million pounds of cookies and crackers per year, with a production crew of 125 working three shifts. Total employment will approximate 200 when the general office staff is moved from Lowell, Mass. headquarters, which will be used as a warehouse and distribution center. Other branches are at South Attleboro, Mass. and Bristol, Conn.

FORMERLY A DISTRIBUTOR

Up until now Dane-T-Bits has been a sales and distribution agency for biscuits made to its specifications by other bakers. Annual sales are about \$3 million and the payroll totals \$1 million.

Fifty salesmen sell the Dane-T-Bit line to wholesalers and jobbers and grocery chains throughout New England and as far south as Washington, D. C. and as far west as Chicago. A special consumer and advertising campaign will publicize the new facilities and there are plans to further develop sales in the Pennsylvania and Ohio area.

The Auburn plant was designed to house additional equipment which would double the present production capacity. With the exception of some key personnel, (a production manager was brought from Georgia and a plant superintendent from Canada) employees will be local people.

GOOD INVESTMENT

Maine was featured in a 3-page industrial and commercial real estate article in the January issue of NATIONAL REAL ESTATE INVESTOR, which detailed recent developments and present opportunities in these fields in the cities of Portland, Lewiston, Auburn and Augusta. Pictures of the new Seltzer & Rydholm bottling plant and Jordan's Ready-to-Eat Meats building in Portland were used. The article left the reader with the impression that he couldn't go wrong to invest in any of these Maine cities.

MIBA

Slightly more than 2,000 manufacturing jobs have been created by construction and expansion of industrial buildings on first mortgage loans guaranteed by the Maine Industrial Building Authority. Since it began operating in 1959 the Authority has guaranteed or is committed to guarantee construction loans on 29 new industrial buildings and expansions totaling more than 1 million square feet of floor space and costing almost \$10 million.

The MIBA, created by the 1957 Maine Legislature, was the first state agency in the United States to be authorized to pledge state funds to guarantee payment of first mortgages on industrial building construction. It is authorized to guarantee loans for up to 90 per cent of the cost of construction. Other states have followed Maine's lead by adopting similar methods to stimulate industrial building activity.

VARIED LOCATIONS

Locations of the new buildings are dispersed from Aroostook and Washington Counties in the north to York in the south. Types of industries involved range widely, from shoes and leather to steel fabrication, peatmoss, food processing, glass ornaments, textiles and biscuits. The largest individual guarantees involved construction of potato processing plants in Aroostook County in 1961: \$1,300,000 for Vahlsing, Inc., Easton; \$1,000,000 for the Potato Service, Inc. plant, Presque Isle, and \$810,000 for the Morningstar-Paisley plant in Houlton.

It was these large individual loans which made the 1961 guarantee total the largest for any one year to date, when seven transactions totaled \$4,038,422. In 1962 seven guarantees and six commitments totaled \$3,521,500. These ranged in amount from \$15,000 for the Eric W. Kelley Peatmoss Co., Jonesport, to \$588,000, Lynn Inner-Sole Co., Saco.

Maritime Merchandising

If the trim vessel which you see tethered to the dock in the nearby picture by Milt Huntington wasn't so large we'd try to book it for one of those TV network shows such as "I've Got A Secret" or "What's My Line?"

Due to the efficiency of her PR officer she'd be recognized almost anywhere as the *State of Maine*, training ship of the Maine Maritime Academy at Castine, but she's more than that, even — far more.

AUTHOR-DIRECTOR

When his chores as recreational director for DED permit, Robert O. Elliot becomes an author. He's written two books and innumerable articles for national magazines, mostly about Maine hunting and fishing.

Elliot scored a double in January, with articles on Maine rabbit hunting in both *FIELD AND STREAM* and *SPORTS AFIELD* magazines. He placed a Maine deer hunting story in *SPORTS AFIELD* last October and a Maine trout fishing story in the same magazine in August. His story on fall fishing in Maine is scheduled for an autumn issue of *OUTDOOR LIFE* and he has another in the works on the varied types of fishing in Maine.

An avid outdoorsman, Elliot can not begin to write all the stories he would like to, what with his recreational directing, so he sets up stories for others to write. One writer, alone, placed 15 Maine outdoor stories in a two-year period, with Elliot's help.

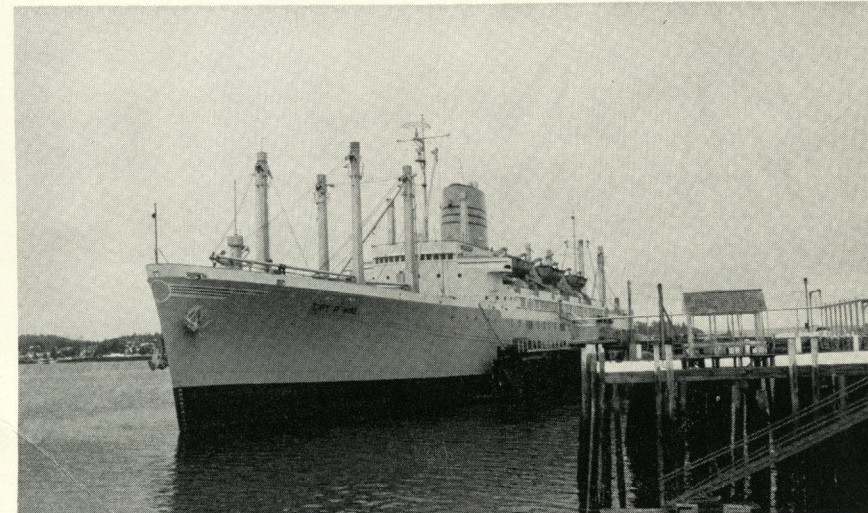
It sounds fantastic, but the space for these 15 articles on Maine, with color illustrations, if paid for at regular advertising rates, would have cost the State \$525,000.

MORE SHOES

Another expansion in shoe manufacture in Maine occurred with the formal opening of a 60,000-square-foot factory in Belfast by Truitt Brothers, Inc. The \$560,000 construction was accomplished with Maine Industrial Building Authority participation.

Governor Reed, speaking at the opening ceremonies, termed the expansion "a graphic illustration that in Maine can be found the liveability, the work force and the general industrial climate that result in profitable manufacture."

Amen.



MAINE IMAGE

To starboard of this item is a reproduction of one of DED's current advertisements in the industrial development field. In addition to its magazine publication it was used in a folder for mailing to industrial prospects.

The advertisement was scheduled for NEWSWEEK, BUSINESS WEEK, TIME and the WALL STREET JOURNAL.

\$50,000,000 EXPANSION

The nation's largest printing paper producer plans to be bigger and to produce more, mostly in Maine.

Oxford Paper Co. plans to invest \$50 million in plant expansion and improvements, with possibly as much as \$40 million of it allocated to its plant in Rumford, Maine. The company has plants at Lawrence, Mass. and West Carrollton, Ohio. The expansions will occur during the next five years, William H. Chisholm, company president said.

A new paper machine and additions or improvements to other process equipment at Rumford are scheduled.

GRAYWACKERS & GABBROS

We learned some exquisite and wondrous words by peeking over the shoulder of Mr. Rob't. G. Doyle, State Geologist, who was writing a technical paper to be delivered in Texas. Among them were eugeosynclinal, tuffaceous, ultramafic, pyritiferous, arenaceous, batholithic, graywackes and gabbro.

The professional people who will listen to Mr. Doyle will know what these words mean, for they are members of the American Institute of Mining and Metallurgical Engineers, holding forth in annual meeting in Dallas.

Mr. Doyle's paper deals with the occurrence of minerals in the Appalachian Mountain range. He is a member of the Society of Economic Geologists.

TEXAS NAVY

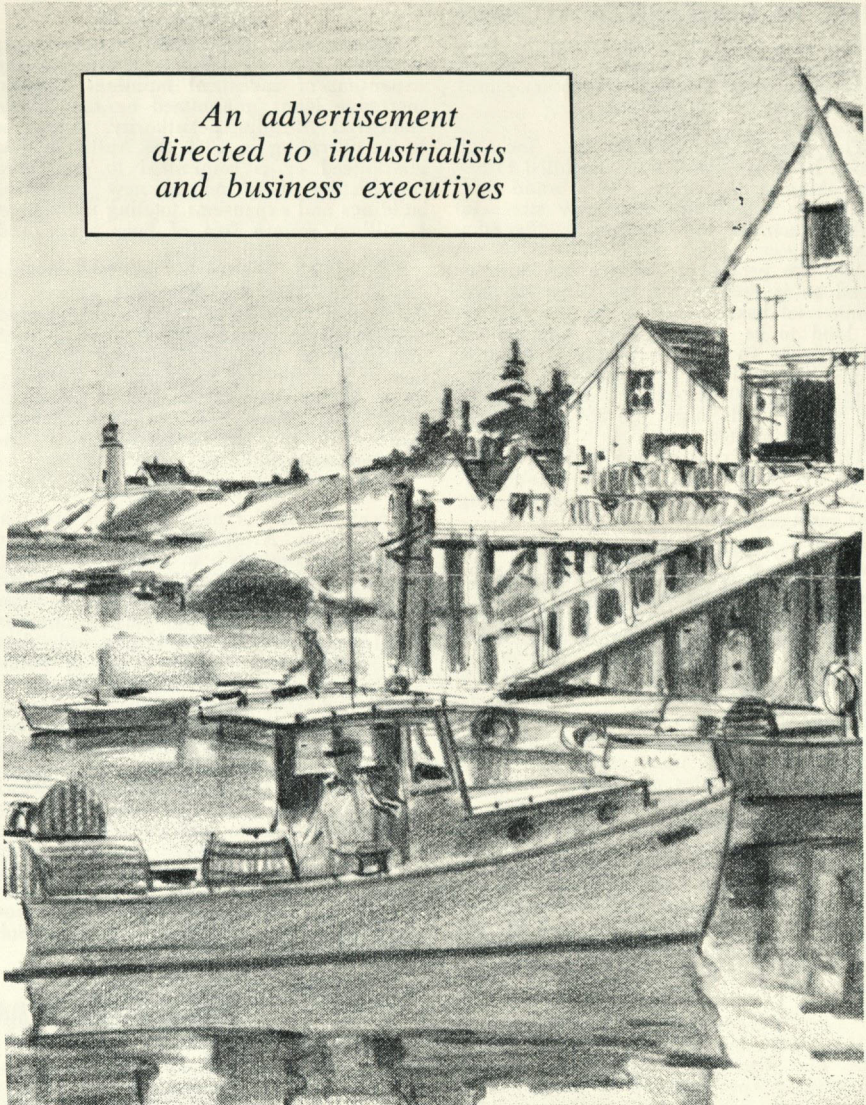
Whenever the U. S. Navy wants an especially good job of shipbuilding it contacts President John Newell and orders another Maine-built vessel from the Bath Iron Works.

And now the Texas Navy is sending its work to Maine, too.

The schooner yacht South Wind, flagship of the Lone Star Navy, is at Hodgdon Brothers shipyard in East Boothbay for an \$80,000 overhaul and beauty treatment. The 34-year-old 84-footer was built at the nearby Goudy and Stevens yard.

She became the Texas Navy's flagship and pride and joy when her owner, Mr. Dyle Downey, Houston stock broker, became an admiral of the Texas Navy by order of the distinguished governor of that great state.

We obtained this tidy bit of information by sending \$3.00 for a year's subscription for the NATIONAL FISHERMAN combined with the MAINE COAST FISHERMAN, formerly the ATLANTIC FISHERMAN, to the circulation offices at 22 Maine Street, Camden, Maine. When this peters out we're going to get in on the large economy size offer of a two-year subscription for only \$5.00. That's how much we think of this excellent Maine-published national monthly newspaper and magazine of commercial fishing and maritime news of the Atlantic and Pacific coasts.



*An advertisement
directed to industrialists
and business executives*

Your image of Maine?

If so it's false, or partly so. Sure, Maine has unique fishing villages, sandy beaches, beautiful lakes and vast woodlands that bring millions of visitors to relax and enjoy them. But don't let the popularity of Maine as vacationland diminish your impression of Maine as an industrial state.

Over 500,000 tons of newsprint leave Maine every year. Chances are better than good that your bed is covered with sheets or a spread from Maine. Maine baked beans and Maine potatoes are on dinner plates of the nation every week.

Navy destroyers, missile parts, stone crushers, nuclear subs and

toothpicks — this is Maine, too. Yes, nature made Maine vacationland, but people like General Foods, Raytheon, Fairchild Camera & Instrument, Hathaway, Morningstar-Paisley and many others have helped make Maine a growing industrial state.

We think you'll be interested in why these people decided to make money in Maine.

For these reasons write to:

Lloyd K. Allen, Commissioner
Department of Economic Development
State Capitol, Room 211T
Augusta, Maine