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MAINE - *Center of the* GROWING NORTHEAST



MAINE PROGRESS

INDUSTRY . . . AGRICULTURE . . .
RECREATION . . . FISHERIES

Monthly News Bulletin of the
MAINE DEPARTMENT OF
ECONOMIC DEVELOPMENT

State Capitol, Augusta, Maine

May, 1957

Telephone: *MAYfair* 3-4511, Ext. 571

MODERN MAINE'S INDUSTRIAL EXPANSION NOW ON SOLID, FOUR-CORNER FOUNDATION

The four cornerstones of modern Maine's industrial structure, blueprinted in the creation of this Department some 18 months ago, now have been laid down and the shape of the edifice is coming into clear view.

The first cornerstone is the Community Development Program, which occupied most of last year and finishing touches continue. Every region and every large community was visited; community and regional planning was stimulated; local leadership was counselled and encouraged; local organizations were activated in the several phases of industrial development.

The second cornerstone is a careful industrial site analysis of the State, covering seven major factors: Size and shape, transportation, topography, present land use and availability; available utilities; cost of development and population-labor potential.

This planning analysis is underway on a regional basis. Comprehensive data is being developed in summary form to: 1. Interest local or private groups in the development of one or more planned industrial sites, and, 2. offer to prospective industrialists a better summation of potentialities in each area.

The third cornerstone is legislation to cope with the problem of financing industrial buildings in line with current circumstances. This solution is embodied in a Constitutional amendment to pledge the faith and credit of the State to guarantee 90 per cent of the cost of industrial buildings.

The fourth cornerstone is a program to upgrade the industrial skills and technical knowledge of Maine people by coordinating State and Federal agency efforts in this field. A Manpower Resources and Training Council is being set up to handle problems on availability of skills demanded by modern industry.

Nucleus of this inter-agency council will be this Department, the Maine Employment Security Commission, the Maine Department of Labor and Industry, the Maine Department of Education, the Maine Apprenticeship Council and the U. S. Department of Labor.

These four cornerstones, covering community action, industrial site planning, financing and manpower should give Maine a solid foundation upon which to build a better, more modern industrial economy.

This is the task charted for the new Maine Department of Economic Development.

MAY 28 1957

MAINE PROGRESS



Monthly News Bulletin of the
Maine Department of Economic Development
State Capitol
Augusta, Maine

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Governor

Fred A. Clough, Jr.
Commissioner

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Development	Arthur W. Wood
Recreational Prom.	Everett F. Greaton
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Vacation-Travel Notes

Inquiries from national newspaper and magazine advertising are running ahead of last year, Recreational Promotion Division Director Everett F. Greaton states. "We look for an excellent Vacation-Travel year," he adds.

Many writers and photographers for national magazines will be assisted in getting material for Maine vacation articles by Department personnel, during the Summer. Among them are, Peter Barrett, outdoor editor of True; Hugh Grey, editor of Field & Stream; Ted Janes, Westfield, Mass., articles for Outdoor Life and True.

Tom Naughton, Saybrook, Conn., was in Greenville, recently, getting material for an article in Field & Stream on Maine's warden pilots. A Department staffer assisted him. Naughton also writes for Ford Times, Coronet and Saturday Evening Post. He is a son-in-law of the Prexy at Colby.

Tear sheets have been received recently by the Recreation Division with Maine articles in current magazines, among which are: Red Book, True Fishing Yearbook, Argosy, Rocket Circle Magazine, Telephone Topics, Fishing Annual Sports Afield, each with text or photos on which the Division assisted or provided the material.

Maine Egg Publicity Photo Gets World-Wide Coverage



The Public Relations Division, DED, hit the proverbial publicity 'jackpot' recently during a special egg promotion campaign with a picture of State Representative Albert E. Cote, of Lewiston, sitting before a table of over four dozen eggs and challenging anyone in the country to an Egg Eating Contest prior to Easter Sunday, April 21st.

The picture, taken by Publicity Representative Ben Pike, was circulated, via AP and UP wirephoto, to newspapers throughout the world, and just about every paper receiving a copy of the unique shot gave it a prominent place on their pages.

Cote's picture appeared in newspapers throughout the United States, Canada and Europe. Letters from persons in England and Germany attest to the fact that Mr. Cote and his display of State of Maine eggs have reached abroad.

Clippings of the picture received by the DED, to date, show that newspapers using the photo had a total circulation of over 80,000,000 persons, and this figure is far from being final—each day the mail brings forth a new flood of clippings.

As an added boost to this particular phase of the Maine Egg publicity, Cote and Pike journeyed to New York City in late March for a press conference on Times Square. Results of the conference was another picture of Mr. Cote which was also circulated via Associated Press wirephoto—clippings of this picture have only recently started to come into the DED office. While in New York, Cote was interviewed by Doc Quigg, United Press syndicated columnist. Quigg has written a column on Mr. Cote, and this is currently appearing in newspapers throughout the United States.

(Please Turn to Back Page)

MAINE NOW HAS 71 LOCAL PLANNING BOARDS

Striking gains in local planning activity have been reported to this Department since the March and April town meetings.

These advances, which include the formation or activation of 12 new local planning boards and appropriation of funds by 41 towns and cities, when coupled with the headway achieved since March, 1956, witness the alertness of a growing number of Maine cities and towns to needful economic development.

More than \$137,281 has been "put on the barrel-head" between April 1, 1956, and the present time for planned development of Maine communities.

Federal planning assistance grants (Auburn, Presque Isle, Sanford, and Greater Portland Regional Planning Commission) total \$29,350. Fees paid by member towns, cities and county to the Greater Portland group amount to \$6,300. Funds for local planning activities appropriated by local governments aggregate the balance, or \$101,631.

FUNDS APPROPRIATED

Communities appropriating funds which have been reported to this department include: Portland, Bar Harbor, Bangor, Bath, Boothbay Harbor, Auburn, Brunswick, Cape Elizabeth, Cumberland, Fairfield, Falmouth, Houlton, Kittery, Mars Hill, Norway, Pittsfield, South Paris Village, Waterville, Wiscasset, Yarmouth, Gorham, Windham, Scarborough, Westbrook, South Portland, Caribou, Gray, Holden, Limestone, Rockland, Skowhegan, Wells, Winthrop, Brewer, Gardiner, Hampden, Mechanic Falls, Ogunquit, Orrington, Topsham, Wayne.

Municipal planning boards in Maine, according to our latest checklist, numbered 39 a year and a half ago, increased by 24 during 1956, and have now reached 71.

In addition, ten or more municipalities officially have selected planning or zoning committees with the purpose of investigating one phase or another of the local long-range problems.

At least eight Maine communities this year made planning a formal part of the local government. These are Farmington, Harrison, Richmond, Gray, Topsham, Union, Owls Head, Wayne and South Paris. If any other towns are in this category, please notify this Department.

BOARDS REACTIVATED

Steps have been taken in the last few months to reactivate or re-energize planning boards in Lewiston, Augusta, Bath, Damariscotta, Freeport and Fairfield.

YOU ARE INVITED - - -

to two Maine conferences on "Expanding Export-Import Business."

These meetings will be panel-workshop luncheon meetings, one in Portland, Tuesday, May 21; one in the Bangor Area, Wednesday, May 22. Both meetings, one in Portland, Tuesday, May 21; one

The Portland meeting at the Commodore Hotel, Casco Arcade.

The Bangor meeting at the Oronoka Restaurant, Orono.

The panelists will be:

... Three leading German consulate specialists on industry, transportation, customs, legal affairs, commerce.

... Five Maine spokesmen on Port Facilities, Customs, Area Development, Banking, Industry.

Questions will be invited from the audiences.

(These meetings are sponsored jointly by the Maine Department of Economic Development; Maine Port Authority; Maine State Chamber of Commerce; Bangor Industrial Development Department; Greater Portland Area Development Council; The World Trade Center in New England, Inc.)

The Brunswick appropriation of \$5,000 stands at the moment as the most spectacular single step in town planning, but it is expected that the pending possibilities of state funds to augment local planning participation in the federal program will become equally attractive to some others of Maine's larger communities.

The adoption of Zoning Ordinances this year by at least four Maine towns—Holden, Mount Desert, Richmond, Gorham—indicates growing acceptance of this method of regulating and guiding the development of Maine towns.

This Department advocates that great care be taken in drafting such ordinances (a) to fit the ordinance to local needs, (b) to achieve a balance between all-inclusive protection and ease of understanding, and (c)—most importantly—make sure that voters thoroughly understand the ordinance.

Minerals Worth \$13,000,000

Information recently released to the State Geologist by the United States Bureau of Mines indicates that the production of mineral commodities in Maine increased significantly in 1955 over 1954. The Bureau takes an annual census of mineral producers in cooperation with the Maine Geological Survey, and submits tabulations to the Survey each year. Due to the great amount of data to be compiled by the Bureau on operations across the country, it takes about one year to gather the material for final release. Although data for 1956 will not be released until next year, it may be anticipated that production will continue to show an increase for 1956.

In 1955, the Maine industry produced \$13,000,000 worth of mineral product, a 22% increase over 1954. Cement continued to account for the major portion of the product, accounting for some \$6,875,000, up 21% over 1954. Sand and gravel ranks as Maine's second most important mineral product, accounting for about \$2,855,000 of the total, up about 12.5% over 1954. Sales of stone, including limestone and granite, amounted to \$2,542,000, up 8% from 1954. Production details of beryl, feldspar, gem stones, mica, columbite, spodumene, peat, and slate are not released separately, in order to protect the competitive positions of the various operators. The total value of these commodities, however, amounted in 1955 to \$1,200,000, up almost 43% over 1954. The clay industry accounted for \$32,600, up about 21% over 1954.

Exploration for metals is being conducted widely by more than one-half dozen mining companies. Diamond drilling has been carried on this year by one company, is anticipated by two more companies, and underground exploration is being conducted by one company. Geophysical and geochemical exploration projects for metals have been conducted within the past 12 months by at least four companies.

Maine Egg Publicity:

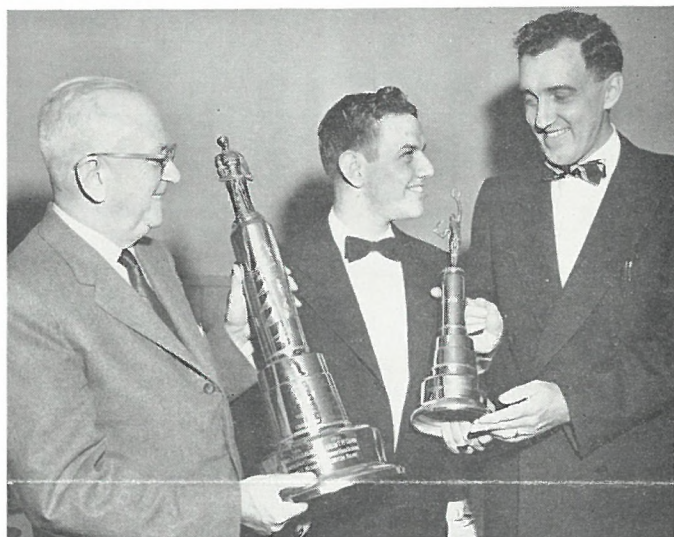
Pictures of this nature quite frequently create a controversy. One group thinks the picture was not in the best taste and another group sees it as an outstanding publicity scoop.

Purpose of the picture was to attract attention to Maine's table egg industry at a time when that industry was in dire need of publicity and advertising. As to whether or not the picture really did attract attention to the table egg industry, a letter received from Bronte H. Leicht, Director, Division of Information and Publications, Poultry and Egg National Board, of Chicago, seems to answer the question.

Mr. Leicht's letter says, in part: "I want to congratulate you for sending out the Egg Month release featuring a platter of 48 eggs and a Maine assemblyman ready to devour them. Nice going! The picture appeared in both the Chicago Daily News and the Chicago Tribune."

Naturally, Mr. Cote has received many challenges from persons all over the country. One challenge even came from as far as Portland, Oregon. But, the most serious challenger has been P. J. "Tiny" Terrill, a free-lance news photographer, from Fort Lauderdale, Florida. So, Pike and Cote are presently working out a scheme to invite Mr. Terrill to an eating contest at the Maine Broiler Fes-

Maine Has Unique Program To Recognize Future Craftsmen



Robert St. Pierre, 17, of Brunswick High School, is the state's champion future apprentice craftsman for the current year. To show for it he has a handsome trophy donated and presented by Governor Edmund S. Muskie. Of even more consequence he has been invited by one of our large industries to join its apprenticeship training program which it maintains to train top personnel for future years. Thus Robert's future in his chosen field is pretty well taken care of.

The high school senior won his title in competition with over a hundred of his contemporaries at Maine's Eighth Annual Apprenticeship Competition held recently at the Augusta Armory. The event is sponsored by the Maine Youth Opportunity Committee, an organization designed to assist the young man seeking a career in industry as a craftsman or technician.

The Competition is the only event of its kind in the Nation. Other states are studying it closely.

As almost everyone knows, there is an alarming shortage of young craftsmen and technicians in this country. We are particularly concerned about it here in Maine because we need a considerable backlog of these skills if we hope to attract industries to this state.

The Competition has the enthusiastic backing of management, labor, and of both state and federal agencies.

While the Competition has been growing year by year there are still many high schools that are not taking part. If your community is one of these, and if you are hoping for industrial growth through the years, it would be well to look into the matter. You'll have to have skilled labor available if you hope to attract industry.

tival, at Belfast, July 13th—not Egg-Eatin' but Chicken-Eatin'. Mr. Terrill should find some pretty good eating, too, because even though Southern Fried Chicken has been talked about for many years, there are certain folks who claim that the Maine Broiler Chicken defies comparison when it comes to tasty foods.