

MAINE STATE LEGISLATURE

The following document is provided by the
LAW AND LEGISLATIVE DIGITAL LIBRARY
at the Maine State Law and Legislative Reference Library
<http://legislature.maine.gov/lawlib>



Reproduced from scanned originals with text recognition applied
(searchable text may contain some errors and/or omissions)

PUBLIC DOCUMENTS

OF THE

STATE OF MAINE

BEING THE

REPORTS

OF THE VARIOUS

**PUBLIC OFFICERS
DEPARTMENTS AND
INSTITUTIONS**

FOR THE TWO YEARS

JULY 1, 1928 - JUNE 30, 1930

State of Maine

—88—

Report of the

**MAINE DEVELOPMENT
COMMISSION**

to

January 1, 1931

RESOLVE CREATING THE COMMISSION

The Eighty-Third Legislature passed a Resolve creating the Maine Development Commission, appropriating \$50,000 each year for two years to carry on the work of the Commission. This Resolve, Chapter 162 of the Resolves of 1927, was as follows:

Publicity Appropriations. Resolved: That there be, and hereby is, appropriated the sum of fifty thousand dollars for the fiscal year from July one, nineteen hundred twenty-seven, to June thirty, nineteen hundred twenty-eight, and the sum of fifty thousand dollars for the fiscal year from July one, nineteen hundred twenty-eight to June thirty, nineteen hundred twenty-nine, for the purpose of compiling and publishing data regarding the agricultural, industrial and recreational resources of the State of Maine for general distribution to all persons interested in the State of Maine.

Use of funds. This legislative fund shall be used for the following purposes:

a. Compilation, publication, dissemination and advertising of data relative to the state, and the general administration of the purposes of this act.

b. For newspaper and magazine advertising in conjunction with the moneys raised by cities and towns.

Funds to be solicited from cities and towns for newspaper and magazine advertising, names of contributing cities and towns to be mentioned in advertising and included in special service pamphlet of contributing towns.

MAINE DEVELOPMENT COMMISSION, HOW COMPOSED AND APPOINTED

Said funds are to be paid into the state treasury and expended under the direction of a commission known as the Maine Development Commission, which said commission shall be composed of the Commissioner of Agriculture, Commissioner of Inland Fisheries and Game, Commissioner of Forestry, Secretary of State and Labor Commissioner, with six citizens, representing varied interests of the State of Maine, to be appointed by the governor with

the advise and consent of the Council. The first citizen appointees on said Commission shall be appointed as follows: two for one year, two for two years and two for three years.

No member of this Commission shall receive any compensation for services.

Private contributions may be received from time to time for the purposes herein set forth, and shall be paid into the state treasury and administered in the same manner as funds appropriated by the legislature and those contributed by the cities and towns, or in such manner within the purposes of this act as the donor may provide.

All contracts to be approved by the governor and council.

RESOLVES OF 1929, CHAPTER 45

(Resolve, for the General Distribution of Data Concerning the Resources of the State.) *General distribution data concerning the state appropriation.* Resolved: That there be, and hereby is, appropriated the sum of seventy-five thousand dollars for the fiscal year from July one, nineteen hundred and twenty-nine, to June thirty, nineteen hundred and thirty, and the sum of seventy-five thousand dollars for the fiscal year from July one, nineteen hundred and thirty, to June thirty, nineteen hundred and thirty-one, for the purpose of carrying out and continuing the provisions of chapter one hundred and sixty-two of the resolves of nineteen hundred and twenty-seven, for the collection, compilation, publication, general distribution and advertising of data relative to the state, and the general administration of the purposes of said chapter, same to be expended by the Maine Development Commission, established by said chapter.

MEMBERS OF THE COMMISSION

PRESENT MEMBERS:

Paul L. Bean, Lewiston
Charles O. Beals, Labor Commissioner, Augusta
Fred S. Doyle, Caribou
Edgar B. Lord, West Lebanon
Hiram W. Ricker, (Deceased)
Edgar C. Smith, Secretary of State, Augusta
Clarence C. Stetson, Chairman, Bangor

George J. Stobie, Fish & Game Commissioner, Augusta
 Neil L. Violette, Forest Commissioner, Augusta
 Frank P. Washburn, Commissioner of Agriculture, Augusta
 George F. West, Portland

PAST MEMBERS:

John E. Abbott, North Berwick
 Charles Ault, Auburn
 Lewis S. Bean, Presque Isle
 Willis E. Parsons, Past Commissioner of Fish & Game

1929 — 1930 BUDGET

A. Advertising	
1. Newspaper and Magazine Advertising	\$21,000.00
2. Publications	8,000.00
3. Distribution (Postage)	2,900.00
4. Photographs	1,000.00
5. General Publicity	8,796.00
B. Surveys	10,000.00
C. Cities & Towns Campaign	800.00
D. Economic Conferences	1,000.00
E. Executive Department	9,080.00
F. Contingent Fund	12,424.00
	<hr/>
	\$75,000.00

1930 — 1931 BUDGET

A. Advertising	
1. Newspaper & Magazine Advertising	\$27,500.00
2. Publications	8,000.00
3. Distribution (Postage)	3,500.00
4. Photographs	1,000.00
5. General Publicity	8,900.00
B. Surveys	10,000.00
C. Cities & Towns Campaign	800.00
D. Economic Conferences	1,000.00
E. Executive Department	9,184.00
F. Contingent Fund	5,116.00
	<hr/>
	\$75,000.00

A. ACCOMPLISHMENTS OF THE STATE OF MAINE NEWSPAPER AND MAGAZINE ADVERTISING

1. *Advertising.* The newspaper and magazine advertising for the State has now been carried on for a sufficient number of years so that its efficiency and effectiveness has become an established fact. The soundness of any advertising campaign is shown in the number of inquiries received and in the number of resultant sales which in the case of the State means increased visitors. Herewith is listed the cost per inquiry for the four years during which your Commission has operated:

	1927	1928	1929	1930
Newspaper	2.74	1.90	1.61	1.68
Magazine	3.37	1.60	1.58	1.15
All Inquiries —				
Keyed and Unkeyed	1.69	1.23	1.01	.91

As for the sales the years of 1927, '28 and '29 showed a traffic increase over the previous year of from 10% to 50% dependent upon the locality and local conditions. Traffic counts available in the offices of the Highway Commission, the Development Commission, the United States and Canadian Customs and in the hands of various Chambers of Commerce of the State will substantiate this statement. In 1930, due to the unsettled condition of the market, a slight falling off in the traffic of certain sections was noted but the decrease in Maine was far less than in most other places. The general hotel business, with but a very few exceptions, was reported as good in 1930 as in 1929, which was the best year Maine has ever had.

The greatest credit is due our Advisory Advertising Committee which has each year laid out the advertising program after a careful study of the results of the previous year. Its general feeling for several years has been that we, with the amount available for newspaper and magazine advertising, should each year apportion a greater amount to magazines. 1930 has finally proved the advisability of this step for during that year the cost per inquiry for magazines is less than for newspapers and as magazines are a national medium, it means that our advertisements are now reaching over a greater area. This policy will be continued for 1931.

2. *Publications.* Any advertising campaign must be backed up by facts and figures and it is to take care of the requests for

further information, as a result of our advertising campaign that literature is published. Questions are answered by direct correspondence or by form letters until they get to be so numerous that a printed answer is the cheaper.

The following publications with amounts have been issued by the Commission:

	1929	1930
Maine, the Pine Tree State	100,000	
Maine, Land of Smiling Skies	35,000	
Maine, Eastward Ho!		70,000
Maine Fishing	20,000	40,000
Maine Camping and Canoeing	40,000	
Maine Hunting		43,000
Maine by Motor	20,000	30,000
Maine Agriculture	5,000	
Market Preferences for Maine Potatoes		5,000
Maine Rivers	5,000	
Plantations, Towns and Cities of Maine	6,000	6,000
Camp Sites		7,500
Water Power Resources of Maine	5,000	
Open Season on Game		10,000

Literature used in the average advertising campaign should be new for each campaign, but with the State of Maine advertising, due to limited funds available for the purpose and further due to the fact that those who clip a coupon this year probably did not send one in last year, the literature handled by the Commission is changed every two years. For example it will be noted above that "Maine, Land of Smiling Skies" was not published in 1930. "Maine Eastward Ho!" took the place of this publication. As Maine becomes better known and as the advertising becomes more effective, due to the length of time it has been running, the demand for Maine literature becomes greater. When the Commission began to function, in 1927; an issue of 25,000 of the general booklet, (now Eastward Ho!) would carry through a season, where last season it took over 50,000 to fill the call. The additional cost of the larger issues is covered almost entirely by the saving in the cost of art work and the saving of the 15% overhead charged by publicity organizations handling such work. All supervision and most art work is now handled by employees of the Commission.

3. *Distribution* (Postage). This item covers the cost of handling and distributing the literature and the answering of questions that come as the result of advertising and the distribution of literature. As the demand for literature and as the number of inquiries, brought about by the newspaper and magazine advertising, increase this item will of necessity increase. It is also the only item in the budget of the Commission that cannot be forecast or controlled. We may work out a budget for advertising and adhere to it, we may know just what will be spent for literature, but it is the result of an advertising campaign that controls what is to be spent for postage.

4. *Photographs* — (a) Still Photography. One of the first things necessary in the preparation of good literature, in the successful running of a publicity campaign — and in furnishing the innumerable requests for photographs to illustrate articles on Maine, is good photographs. When the Commission was first created it naturally had no photographs and it soon became very evident that most of the photographs that could be acquired had already appeared in some other publication or had been previously used elsewhere. One of the first criticisms heard on Maine literature was that the pictures were too old or that they had been used too many times before. In all present day publications, entirely new photographs are used wherever possible and in most cases these photographs have been taken by members of the Commission Staff. In the recent publication of "Eastward Ho!", 60% of the photographs were taken by members of this staff. Today, there are in the files of the Commission approximately 3,000 photographs, all of which are up to date. A record of each photograph is kept, showing where it was taken, by whom, and where it has been used or to whom loaned.

(b) Motion Pictures. As a different form of advertising and one which will answer the requests of special groups, the moving picture of the small variety is being tried. As this was only started last summer, no films have been finished as yet for use outside the State but as time permits these will be completed and shipped to clubs, societies, etc. all over the country. Several of these films, without titles, have been shown in various places in the State and have met with hearty commendations as to their telling the Maine story and their seeming practicability as an advertising medium.

It is planned to push the still and moving picture work during the next two years.

5. *General Publicity.* This work is in charge of a trained newspaper man whose duty it is to see that the name of Maine is being constantly kept before the people of the country. He must keep in touch with all projects of agricultural, industrial and recreational nature. He must determine which of these are of sufficient importance for him to handle exclusively, which should have his partial attention and which should be given suggestions. Often-times a project carried on in a certain way does not contain such news, whereas the same project carried on in a different way and accomplishing the same result, is news. It is his duty to try and have every effort attempted, carried on from the news angle.

Some of the publicity handled by this division in the last two years with space received is as follows:

	<i>Maine Papers Columns</i>	<i>Outside Papers Columns</i>	<i>Photographs Columns</i>	<i>Totals</i>
Potato Tour	181	85	45	311
Economic Conference (Jr. and Sr.)	260	6	11	277
Surveys	302	28	14	344
Tercentenary Celebration	78	29	17	124
Winter Carnivals	136	145	164	445
Colby Development	129	45	66	240
Totals	1086	338	317	1741

These figures represent clippings actually in our files and there are of course many clippings that were not caught by the clipping service.

Publicity handled by the Commission with clippings in its files may be summarized as follows:

	<i>Columns</i>	<i>Agate Lines</i>
1. General Publicity	1442	403,984
2. Special Publicity	1741	487,480
3. Co-operative Publicity	451	126,280
Totals	3634	1,017,744

Under General Publicity is included, Maine industries, fishing, Aroostook potatoes, apples, Maine advertising and Cities and

Towns Campaign, weather, summer camps, tourist trade, open roads in winter, Maine as a summer recreational state, booklets, prosperity, employment, Springfield Exposition, education, scenery and many other stories of a general nature on all branches of agriculture, industry and recreation. Special Publicity includes conferences, potato tour, apple tour, State Department information, magazine articles of hunting, fishing, sports, etc., and all items of an individual nature.

Co-operative publicity includes the Black House, G. A. R. Encampment, marine and winter sports, roadside beautification, Governor Gardiner's Survey of Maine Government, Three Quarter Century Club, return of MacMillan, etc.

RECAPITULATION OF PUBLICITY SPACE, JAN. 1, 1929 TO
JAN. 1, 1931

	<i>Column Inches</i>	<i>Agate Lines</i>	<i>Columns</i>
Maine Newspapers and Magazines	42,186	590,604	2,109
Outside Newspapers and Magazines	13,092	183,288	654
Maine Editorials	3,067	42,938	154
Out of State Editorials	447	6,258	22
Maine Pictures	5,144	72,016	257
Out of State Pictures	6,203	86,842	311
Rotos	2,557	35,798	128
Totals	72,696	1,017,744	3,634

This means, that using the same basis of cost per page (\$154.00) as furnished by N. W. Ayer Co., for the report of two years ago, the space totaled above would have cost the State \$70,000.00, or more than the amount expended in paid advertising for the same period.

PUBLICITY BY STATES

We have on file, clippings from the newspapers and magazines of the following states: New York, Rhode Island, Massachusetts, California, Ohio, Connecticut, New Hampshire, Vermont, Utah, Wyoming, Illinois, Iowa, New Mexico, Pennsylvania, Indiana, Texas, Florida, Alabama, Maryland, District of Columbia, Missouri, Michigan, Kentucky, Virginia, West Virginia, Louisiana, Colorado, North and South Carolina, Georgia, New Jersey,

Minnesota, Wisconsin, Nebraska, Washington and Oregon, also in the Canadian Provinces and in Hawaii.

The Aroostook Potato Tour can be taken as an example of the spread of this publicity. We have on file, in column inches, clippings as follows: Massachusetts, 3,297; North Carolina, 195; South Carolina, 34; Alabama, 40; New Jersey, 16; Kentucky, 8; Connecticut, 13; Mississippi, 14; Louisiana, 158; New York, 40; District of Columbia, 19; Texas, 436; Florida, 270.

B. SURVEYS

Survey work has been instituted by the Commission in Agricultural, Educational, Industrial and Recreational divisions and for the purpose of clarity will be discussed briefly under these several heads.

(a) *Agricultural Surveys.* Through the efforts of the Agricultural Survey Committee of the Commission, and in cooperation with the University of Maine, the State Department of Agriculture and the Agricultural Experiment Station, a preliminary survey of Maine agriculture from 1850 to 1920 was prepared. This showed our greatest agricultural cash crop to be potatoes and the next in importance to be dairying.

Last winter, in cooperation with the U. S. Department of Agriculture, the State Department of Agriculture and the Maine Agricultural Experiment Station, a survey was started in the principal receiving markets of Maine potatoes to determine the market preferences and premiums for Maine potatoes so that the potato grower can be told what qualities are desirable and what qualities are undesirable and how large are the premiums actually paid for size, shape, color and other quality factors. This study, under the same inspector, Mr. M. R. Hersey of Mars Hill, was carried into the potato fields this last summer to determine where many of the avoidable defects occur. To substantiate data collected during the last shipping season, Mr. Hersey is again working in the outside markets. A preliminary report of the first seasons work was published last August and a final report will probably be published next summer.

In the spring of 1930 the Commission through its Agricultural Survey Committee entered into a cooperative agreement with the University of Maine, The Maine Agricultural Experiment Station and the State Department of Agriculture, to conduct a Milk or

Dairy survey of the State. This survey to determine the available supply, its markets, a study of competing areas and recommendations for future Maine production and marketing. This study will take another season to complete and report will be out during the winter of 1932.

In the order of their importance other agricultural questions will be taken up and studied. Each of these works is being done from the practical angle. The theoretical side will be touched on but briefly, although such material will be available for those who are interested in that side.

In May 1929 the Flood Survey Committee of the Commission made their report on Maine Rivers and Their Protection from Possible Flood Hazards. This is a ninety page report brought about as a result of the Vermont floods of 1928 to determine what Maine might expect along her great waterways in times of extreme floodage. It has been stated that if the selectmen and highway officials of the State will carefully study this report that there never need be the possibility of bridges washing out in flood times, as structures built with the greatest possible high water mark in mind would never be damaged. This report is both an agricultural and industrial survey product as it is of extreme interest to both groups.

(b) *Educational Survey.* In cooperation with the University of Maine, assisted by the other Maine Colleges and educators of the State, a survey of the needs of higher education in Maine have been studied and the final report is to be handed to the Commission at its meeting of January 15, 1931. It is the intent of this survey to determine: (1) Are Maine boys and girls being refused admission to Maine colleges because of lack of facilities. (2) A study of the professional needs of the State. (3) The personnel of staffs of Maine colleges. (4) The adequacy of the plants of Maine colleges.

(c) *Industrial Survey.* The industrial surveys of the State of Maine were inaugurated by the Commission for the purpose of providing a basis of facts on which to formulate future policies and to determine those particular lines of action which would be productive of best results to the state in general. To date, the Cotton Textile Survey and the Pulp and Paper Survey have been completed. These have been handed over to the board of directors of the Associated Industries with the request that they advise the Commission what they would recommend doing with them and

what special studies the Commission could carry on which are suggested by these reports and which would be of benefit to the Associated Industries.

An Industrial Research Committee has just been appointed to consider the three following questions: (1) What goods are now imported into the State of Maine that could be manufactured here. (2) What is the cost of production of these goods in other localities. (3) In what markets are these goods distributed which would be open to Maine if they were produced here. This Committee will undoubtedly form the future policy of the Commission on the matters of an Industrial Survey.

(d) *Recreational Survey.* Last summer a Recreational Survey of the Maine coast lines and tidal waters was started to determine: (1) Value of recreational property, both private and public. (2) Value of sea foods consumed by the Recreational Industry. (3) Value of watercraft. (4) Value of produce consumed and portion of this which has its source within the State. When the recreational season closed this year this survey had progressed eastward as far as Mount Desert Island. It has brought out many extremely interesting facts as to the extent of the recreational business.

The various surveys will be continued and during the next two years in addition to this it is probable that a Fisheries Survey, in cooperation with the U. S. Bureau of Fisheries, will be started.

C. CITIES AND TOWNS CAMPAIGN

Under a law passed by the Eighty-Second Legislature, (Chapter 102, public laws of 1925), Cities, Towns and Plantations are authorized to appropriate funds out of tax money to be spent in advertising the attractions and resources of the State of Maine. A glance at the law creating the Commission will show that the Commission is empowered to solicit such money to be used in newspaper and magazine advertising. This campaign has been carried on each year and shows a steady increase in the number of towns which have contributed. In 1929 there were eighty-nine towns which contributed and in 1930, one hundred and five. In these campaigns, the political units have only been asked to give what they felt they could. The idea has always been to get as many units as possible to contribute rather than large amounts from only a few.

D. CONFERENCES

The Commission conducts annually a senior economic conference and biennially, a college economic conference. The latter was held in March, 1929 with twelve delegates from each of the four Maine colleges. This conference was conducted in the form of a debate and covered agriculture, industry, distribution (including transportation) and recreation — all in the terms of vocational opportunities in Maine. The purpose of these college conferences is to arouse the interest of the youths of Maine in the Maine problems with the idea of retaining them as future Maine citizens, who know and have confidence in Maine. The first college conference had prominent speakers from over the country who represented and talked upon the four subjects assigned to the student groups.

The first senior economic conference was held in Bangor in 1928, attended by 100 delegates, prorated amongst the counties of the State, was general in character and was fully described in the report of the Commission under date of January 1, 1929.

The second conference was held in Lewiston in November 1929 and was devoted to the merchandizing and marketing of Maine products under the following heads: (1) Merchandizing of agricultural products. (2) Production and marketing of Fish Products. (3) Retail and wholesale merchandizing. (4) Industrial manufacturing, distribution and marketing. (5) Conclusion — a recapitulation of points brought out by the other speakers. Nationally known speakers addressed this conference.

The third economic conference was held in November 1930 in Waterville and had for its major subject, "How Can Maine Best Take Advantage of the Recreational Business, Not Only During the Months of the Tourist Season, But for the Twelve Months of the Year." Here again this subject was treated by speakers of national prominence from the various angles of interest to the State of Maine. These conferences accomplish a double purpose — they bring people from all over the State together and thus tend to break down sectionalism — they bring prominent people of the country before the people of Maine thus showing these speakers what Maine is doing as well as showing the delegates how other sections are handling problems similar to those within our borders.

It is planned to continue these conferences in the future as in the past and to take up at each, problems that will help the people of Maine.

E. EXECUTIVE DEPARTMENT

This division contains the necessary personnel to conduct the affairs of the Commission. Here is handled all the necessary art work and drafting for the booklets used in the advertising campaign and for general distribution to railroads, chambers of commerce, publicity organizations, travel bureaus, etc. which distribute or call for our literature. Here is handled all layout work for booklets, all photographic work with both the still and the moving picture cameras, much of the speaking which the Commission is asked to do and of course all of the correspondence routine which comes to the office. As an example of the routine a fairly careful daily check has been kept to show for one year, the following:

Mail Received, 6,491 pieces

Mail Sent, 7,914 pieces

Phone Calls Received, 1,186

Phone Calls Sent, 867

Visitors, 1,361

The members of the staff are always ready and often called to assist other departments in the preparation of literature and the laying out of exhibits which they wish to use from time to time. Several large private interests of the State have brought in their publicity material for suggestions and criticism.

F. CONTINGENT FUND

This fund has been built up to: (1) Take care of any unforeseen items that may come up during a season which were not contemplated when the budget was first drawn up. (2) Take care of advertising in the fiscal year in which the advertising takes place. This laying aside of money has been done as the result of a request from the Governor and Council, the Publicity Committee and the Appropriation Committee of the Eighty-fourth Legislature. When the Commission was first created its money was not available until ninety days after the passing of the appropriation bill or about the middle of July of that year. However, so that the intent of the resolve could be put into effect at once, the Governor and Council guaranteed payment of the advertising account with the understanding that payment would be made from the money set up for the Commission when it became available. The result of this has been that each year money for the spring advertising campaign has been pledged by the Governor and Council to be

taken from money available the following July. During the last two years the Commission has saved from its appropriation sufficient money so that all future advertising can be paid out of current funds and not from future funds.

COMMISSION COMMITTEES

The Commission has carried on its work through cooperating committees and it is due largely to the splendid work and effort of these committees that its work has been so successful. The Commission cannot render a report of any kind without including in it a word of thanks to all its committees, the Maine Publicity Bureau and all other organizations in the State which have contributed so splendidly and so unstintingly of their time and help. A list of the various Committees with their functions follows:

1. Advisory Advertising Committee
2. Advisory Agricultural Committee
3. Advisory Publicity Committee
4. Coordinating Committee to coordinate advertising and publicity material of various organizations in the State
5. Economic Advisory Advertising Committee
6. Flood Control Committee
7. Maine Survey Committee
8. Agricultural Survey Committee
9. Educational Survey Committee
10. Recreational Survey Committee
11. Employment Committee
12. Roadside Improvement Committee
13. Industrial Research Committee

TENTATIVE BUDGET UNDER WHICH THE COMMIS-
SION PROPOSES TO OPERATE FROM
JULY 1931 TO JULY 1933

A. Advertising	
1. Newspaper and magazine advertising	\$27,500.00
a. Contingent*	2,500.00
2. Publications	10,000.00
3. Distribution (Postage)	4,500.00
4. Photographs	1,700.00
5. General Publicity	9,000.00
B. Surveys	8,000.00
C. Cities & Towns Campaign	800.00
D. Economic Conferences	1,000.00
E. Executive Department	10,000.00
	\$75,000.00

*This contingent fund to be used if necessary for advertising when some particular need arises that could not be forecast when the advertising program was made up.

The actual amounts stated above may be changed somewhat, with consent of the Governor and Council, because of some particular necessity, but will be adhered to as closely as possible.

ACTIVITIES OF THE NEXT TWO PERIODS:

In advertising, during the next two periods, more emphasis will be laid upon advertising in the better magazines, rather than in newspapers — it being the feeling that such periodicals reach a much better class of people than the general newspapers. Radio advertising will be tried out to a limited extent to determine its practicability. Moving picture advertising will also be tried out. Films of Maine agriculture, history, industry and recreation will be taken and distributed to service clubs, women's clubs and other organizations over the country. Several new publications will probably be brought out, in the next two year period, such as one on historic spots in Maine, etc. All general publications will have to be printed in larger lots to take care of the ever increasing demand.

General publicity will be pushed as usual with special emphasis laid upon many of the more unique activities of the State, such as the many mining and quarrying possibilities, fisheries industry, and larger industrial developments, industrial areas which seem to be coming to the front, etc. Considerable time will be devoted to publicity which will tend to increase our tourist season, bringing people here earlier in the year and keeping them through the beautiful fall months.

Surveys will be continued in the agricultural, industrial and recreational divisions and in addition to this a fisheries survey will undoubtedly be instituted.

Small window displays for use outside the State will be increased as opportunity permits or slack time appears in departmental work, as such displays already developed by the Commission seem to create considerable interest and seem to be in more or less steady demand.

