

# MAINE STATE LEGISLATURE

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MAINE PUBLIC DOCUMENTS

July 1, 1938 - June 30, 1940

**REPORT OF**  
**Maine Development Commission**  
**For year of 1940**

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**Issued**  
**February 1, 1941**



## REPORT OF MAINE DEVELOPMENT COMMISSION

Maine's recreational business which now represents nearly a hundred million dollars in annual income to the state received its greatest impetus in 1925, when a far-sighted Legislature set up the Maine Development Commission as a state department charged with its promotion. The legislative leaders of that period foresaw the increasing travel trend in America, caused by improvements in automobiles and highways; shorter working hours for all and earlier retirement ages.

The duties of the new Commission would be, the Legislature ruled, "advertising and publicly setting forth and displaying the agricultural, industrial and recreational resources, activities and attractions of the state." It also ruled that the Commission should consist of ten men, the Governor, ex-officio, the Commissioner of Agriculture, the Commissioner of Inland Fisheries and Game, the Commissioner of Sea and Shore Fisheries and six citizens appointed by the Governor. These men do not receive any salary for their services as members of the Commission.

To make travel-minded America "Maine conscious" was the first task undertaken by the new Commission which received an annual appropriation of \$50,000 in 1925. It was decided that this phase of the three point program of development should be undertaken first as it would bring the greatest good to the greatest number of persons in the state at that time when the travel trend was starting to increase.

Conclusive evidence of the success of this endeavor is shown by the simple statement of fact that Maine's recreational business increased \$15,000,000 in the past seven years during the country's greatest depression and is now Maine's greatest single industry. While national automobile travel took a tremendous drop, travel in Maine showed a marked increase.

The reasons for this, an accomplishment which has resulted in 36 other states following Maine's lead in advertising and promotion are several. First and foremost, Maine has the natural advantages to back up its advertising claims. Second, the very fact that Maine was the first in the field, the first to realize the importance of advertising and publicizing its natural advantages became a decided asset as the years passed. The value of the advertising program became

cumulative as the nation learned to think of Maine when thinking of a vacation. The third reason is that every phase of the program was the result of careful long-range planning.

The Maine Development Commission's program of promotion is divided into five major phases, described briefly as follows:

### **1. Newspaper and Magazine Advertising**

Just as any other efficient business organization, the Development Commission has determined, through careful checking and appraisal of results, its, primary, secondary and general markets; then placed its advertising copy accordingly.

Maine's primary market which includes the greatest number of persons most likely to come to Maine for a vacation is the large and wealthy area of New England, New York and New Jersey. The bulk of Maine's newspaper advertising is concentrated in this area using the leading newspapers in the key cities of this section. In addition, this area is covered by the general magazine advertising program.

The secondary market which includes Delaware, Pennsylvania, The District of Columbia, Ohio and Michigan is covered by a less extensive program of newspaper advertising, it having been determined that Maine's second largest sectional group of visitors comes from that area. This portion is also covered by national magazine advertising.

The rest of the country receives the Maine message through advertising copy carried in carefully selected national magazines. The media are selected with the greatest care and the type of reader considered with the aim of attracting the best type of person to Maine. It has been determined exactly which media bring the most definite and worthwhile results.

This advertising copy, both newspaper and magazine, is maintained on a high standard of quality; illustrations and text, while effective are conservative. The entire advertising program, considered as a model by other states and recreational areas, is the exact opposite from haphazard, being the result of careful planning, plus the lessons learned in fifteen years of advertising experience.

Even after the advertisement is placed in the publication, the work of surveying returns continues as the inquiries resulting from each advertisement are carefully checked. The cost per inquiry of Maine advertising is probably the lowest of any state or recreational region in the country as the result of the care with which this program is prepared and executed. Inquiries to the State of Maine advertising

for 1940 reached the grand total of 84,000. This is the largest number of inquiries ever received in any one year. Twenty-four different national magazines were used and twenty-eight metropolitan newspapers.

## **2. Booklets**

The distribution of booklets which tell the story of Maine's appeal to the prospective vacationer in word and picture comprise the second phase of the general promotion program. The principal one of this increasing series is "Maine, the Land of Remembered Vacations", a profusely illustrated booklet that makes Maine as alluring as it really is. This general publication is supplemented by eleven additional booklets, giving detailed information on various types of Maine recreational activities.

These include "Fishing, Hunting and Canoeing", packed with factual information on those highly popular recreations. This contains a detailed map, showing the locations of fishing and hunting areas and mapping out canoe trips.

"The Maine Coast", divided into three sections, beaches; the rock-bound coast and salt water fishing; yachting is another popular and informative publication that is in great demand.

"The Maine Camp for Boys and Girls" lists information on each of the 225 boys and girls camps in the state with accompanying text and pictures to interest prospective campers and their parents.

"Mountain Climbing in Maine" is another factual text with detailed information on the mountains of Maine, their elevations and locations with outlines of several mountain climbing trips.

"Hotels, Camps and Tourist Homes in Maine" is a valuable publication, which, without advertising copy, lists all hotels, camps, overnight camps and tourist homes in the state, with location, capacity and rate.

"Facts About Maine" is a useful little booklet that is intended to give a bird's eye picture of the state's history, recreational, agricultural and industrial facts; geographic detail, etc.

"Public Parks in Maine" lists all of the public parks in the state, giving location, facilities and factual data on size, recreational opportunities afforded, etc.

"Cultural Maine" is devoted to the state's increasing number of summer theaters, art colonies, musical centers, summer schools and calls attention to Maine's appeal for those who hitherto went to Europe for cultural pursuits.

“Maine in Autumn” tells the story of Maine’s outstanding beauty in autumn and aims to increase travel during the foliage season.

“Maine for Winter Sports” is a folder giving detailed information on the state’s 23 winter sports developments, giving location and facilities.

In 1940 250,000 copies of Maine booklets were circulated. Seven hundred and seventy-five tourist bureaus were serviced with Maine literature. These bureaus were located in forty-seven different states.

The Commission also issues a potato recipe booklet; a seafood recipe booklet and a folder on bridle paths.

The above list of booklets gives some idea of the varied activities in which the Commission has interested itself and are unique when compared with those of other states in that each booklet is prepared by the Commission staff. The work of preparing layouts, selecting proper photographs, designing covers and writing the text as well as assembling all of the factual material is done by the Commission’s staff instead of by an expensive agency as is the case in most states.

Booklets are revised regularly so that they are always up to date. They are distributed in response to inquiries from advertising and through outstanding travel bureaus. The Commission has been advised by other states and agencies that Maine produces the finest recreational booklets of any state or region in the country. But, perhaps the best proof of their success is the fact that we have never been able to supply the demand for all booklets requested.

### **3. Publicity**

Supplementing the advertising program and the distribution of booklets is a carefully planned publicity program, which again, is the result of many years of experience. This phase of the Commission’s activities has been carefully built up as a service proposition to newspapers and magazines with the result that numerous other states and recreational areas have sent representatives to Maine to study the system.

A publicity staff of trained and experienced writers and photographers in the Commission’s employ devoted all of its time and energy to providing newspapers and magazines with Maine copy and photographs. This operates under the name of the Maine News Service which is exactly what the name implies, a service on the part of Maine to publications.

The material provided is good legitimate news copy and photographs; no bizarre stunts are attempted and when a newspaper editor



receives either a story or photograph from the Maine News Service, he welcomes it for he is assured by experience that it will make interesting material for his readers. This policy has been pursued so carefully over a period of years that the situation is frequently reversed and the editors call on this service for material of their own accord.

This part of the program is divided into several phases such as working in coöperation with editors on spot news, i.e., if a story breaks in Maine, it is promptly covered by an experienced reporter and this mutual service aids the editor and at the same time puts Maine in the news. Sports columnists are provided with weekly copy, brief newsy notes on Maine sports activities; photo and rotogravure editors are provided with news and scenic photographs of Maine which are used in hundreds of newspapers all over the country; magazines and travel publications receive Maine stories and photographs at regular timely intervals.

In this connection, it may be noted that many an important feature story illustrated by photographs which bears the name of a well known writer is the result of activity on the part of this News Service which in many instances, either discovers or plans the story; then works with the writer on assembling it and acts as his photographer in illustrating it. The story or photographs may give no credit to the Maine Development Commission, but it is a Maine story planned and largely executed by the Commission's own publicity staff as another means of publicizing Maine.

The publicity staff is at the service of newspaper and magazine editors 24 hours a day. An unexpected telephone call from New York may mean that an important writer is coming to Maine and wants the aid of a staff member. The day's, or even the week's working program is rearranged and every courtesy of the newspaper profession extended to the visitor who goes back to his office with a good story that tells the world about Maine.

A clipping service of all Maine stories and pictures was maintained for some time, but had to be curtailed because thousands of Maine clippings were being sent in. However, in the office files may be found outstanding examples of the result of this publicity program; hundreds of photographs; columns of copy used in newspapers in every state in the country and every leading national magazine.

#### **4. Newsreels**

Realizing the outstanding value of newsreels, the publicity force has succeeded in establishing the most cordial relations with the major

companies with the result that many newsreels are filmed in Maine each year. Many of these are planned by the publicity force, then submitted to the newsreel editors for their consideration which in almost every case is favorable. The five major newsreels of the country have frequently been in Maine working on one story planned by the publicity staff. Whether here as a result of a story developed by our staff or on their own assignments, these men always call on the Commission's force to assist them in the multitude of details connected with the filming of a newsreel. 25 newsreels were made in Maine in 1940.

## **5. 16 mm. Colored Maine Movies**

With the development of the kodachrome colored film for amateurs there has been an increasing nation-wide demand from various clubs for travel movies. Realizing this in advance, Maine became one of the first states to utilize this effective means of travel promotion. As soon as kodachrome was perfected the Commission's staff began assembling a library of Maine films, taken by one of its own members. At present, we have twenty-five 400 foot reels of colored movies covering the various recreational activities, historic sites, and other interesting phases of life in Maine.

These reels are sent out to service clubs, women's organizations, fish and game associations and other groups, considered potential travelers to Maine. The reels are being constantly shown in all parts of the country and have proven so popular that they are dated up several weeks in advance.

Definite evidence of the value of this type of promotion is seen in the letters of a number of persons who have said that the showing of these movies resulted in their first visit to Maine.

In 1940 these Maine colored movies were shown to large audiences in thirty-five cities outside of the State of Maine. It is known that many parties vacationed in Maine because they had seen these Maine movies.

*Competition.* Competition for the travel dollar has increased steadily in recent years and Maine has encountered more and more keen opposition in retaining its place in the now great travel industry. In 1925 Maine was the only state advertising its resources but now there are 36 other states seeking to attract tourists and spending millions of dollars for that purpose.

Great new recreational areas have been opened up in the past few years; magnificent scenic highways have been built in all sections of the country and the Federal Government has developed numerous national park areas in other states which are widely publicized by government agencies. All these are seeking to attract the traveling public to such an extent that in 1938 the sum of \$64,057,769.00 was expended in this country for recreational advertising—all this direct competition to Maine.

While Maine has welcomed the questions of other states and been complimented at their requests for advice in setting up commissions similar to the Maine Development Commission, it must be realized that each of these is a direct competitor. This means that Maine must redouble its efforts in every way to hold its commanding position and seek new ways to meet the ever growing competition.

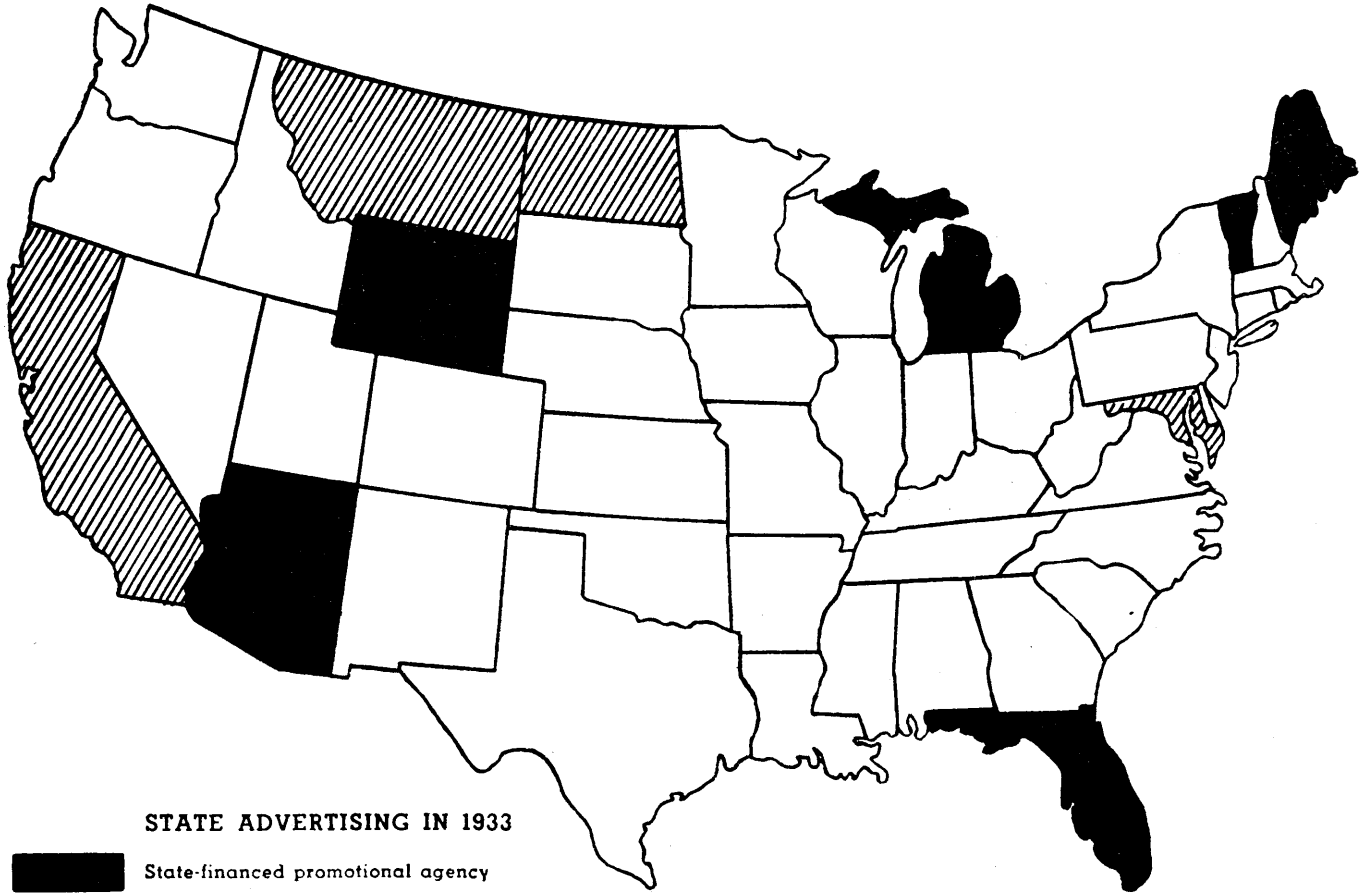
Therefore, in surveying the modern travel trend, the Maine Development Commission observed that no longer do persons travel just for the sake of traveling. They demand various facilities and opportunities to satisfy their urge for outdoor activity combined with a vacation. It seemed logical that Maine must give its visitors more incentive to come here and for this reason the Commission entered upon a program of development and promotion of its natural resources with the aim of providing not only recreation but interesting activities for its visitors.

A definite program of promotion for each of its natural assets was planned and may be outlined as follows:

*The Coast.* Realizing that one of Maine's greatest appeals is its coast, the Commission has constantly sought to popularize and publicize its appeal—that of its ocean beaches; islands, surf and rocky inlets which attract so many people.

Cognizance has been taken of the increasing popularity of salt water fishing and considerable time and effort has been expended in promoting this great recreational sport, especially tuna fishing. Maine is rapidly becoming the tuna fishing center largely due to the publicity campaign carried on by the Commission to attract attention to this sport. Fly fishing for mackerel, fishing for striped bass and deep sea fishing have also been promoted through the various agencies utilized by the Commission.

Yachting along the Maine coast is increasing in popularity and the monetary return from this business is inestimable. Yachtsmen are coming to Maine in increasing numbers each season, not only to spend



**STATE ADVERTISING IN 1933**



State-financed promotional agency



Statewide privately or municipally financed promotional agency or agencies



their vacations, but for cruising and racing events. Regattas and weekly race events are promoted whenever possible by the Commission which realizes the far-reaching possibilities of this recreation.

*Inland Fishing.* Working in close coöperation with the Department of Inland Fisheries and Game, the Commission devotes a large amount of its efforts to the promotion of this all important recreational activity. Maine fishing has always been justly famous, but here again the element of competition entered in and Maine had to advertise, promote and publicize its fishing attractions to hold its own against other states who were trying to attract this great army of anglers.

The amount of fishing publicity secured for Maine in 1940 broke all existing records; Maine fishing news and photographs were used in every leading newspaper in the country; various promotional activities including the entertainment of a group of leading sports editors on a Maine fishing trip were carried out and the story of Maine as a fisherman's paradise was so effectively portrayed that as a result Maine non-resident fishing licenses reached a new all-time high in 1940.

The report of the Fish and Game Department showed that Maine sold more non-resident fishing licenses last year than ever before in its history. The total was 44,404, an increase of 3,000 more than last year.

*Hunting.* The importance of hunting in the Maine recreational picture is realized by the Commission to such an extent that a considerable amount of advertising space, supplemented by a strong program of publicity similar to that used for fishing promotion is allotted to this sport each year. Out of state hunters bring money into Maine at a time when most other tourists have gone thus benefitting a large group of Maine residents such as guides, provision and sporting supplies stores, sporting camp owners, and service stations.

Maine hunting publicity also reached a new high peak in 1940, following several years of intensive promotion and the returns from the Fish and Game Department showed an increase of 608 in the number of non-resident hunting licenses sold last year.

*Horseback Riding.* The Commission sponsored the formation of the Maine Horse Association which now has over 300 members. With the coöperation of the WPA several hundred miles of bridle trails have been laid out and marked. Horseback riding is promoted through publicity and the publication of several bridle path folders; interest has steadily increased and as a result many persons come to Maine to

spend their vacations where they can enjoy their favorite sport, thus opening up an entirely new field of income for Maine. A few years ago, some 300 horses were brought into Maine each year for the use of boy and girl campers. Today, practically all of these youthful riders secure their mounts in Maine.

*Canoeing.* Through the canoeing booklet, the listing of various canoe trips and news stories that have been sent out on this recreational sport, an increasing interest has been developed. 1940 saw more canoe trip parties in Maine than ever before and the Commission staff assisted in planning many of these trips. The rental of canoes, the hiring of guides and the equipment and food required on these trips represent a sizable income.

*Boys and Girls Camps.* Maine has 225 camps, with an assessed valuation of over \$7,000,000 at which 15,000 boys and girls spend their summer months. The parents of almost every one of these campers visit them sometime during the summer. This is one of our most important vacation activities and the Development Commission has encouraged its growth through booklets, advertising and publicity. The Commission sponsored the formation of the Maine Camp Directors Association and has been able to assist owners and directors in many of their problems. Maine is rapidly becoming the center of this camping activity.

*Real Estate.* Realizing the trend toward earlier retirement and increased leisure, the Development Commission entered upon a program to urge those thus benefitted to come to Maine to live. Four years ago, the Commission helped organize the Maine Real Estate Association and has worked constantly in coöperation with this organization. Our advertising has stressed coming to Maine to live and a new booklet this year will be entitled "Maine the Place to Live".

During the past two years there has been a tremendous increase in the sale of shore and village property and abandoned farms which have been purchased by out of state people for year-round residence. Many thousands of dollars have been spent in repairing and renovating these properties and new homes have been built on old sites. The increasing numbers of this fine type of new year-round resident means a considerable financial gain to Maine.

*Winter Sports.* Six years ago, the Development Commission began the promotion of winter sports in Maine with sponsoring the formation

of the Maine Winter Sports Federation. Although Maine has been unable to match the facilities of border states which have large areas of national forests in which federal workers have developed modern facilities, the Commission has promoted development by local capital in the various areas as there has been no state appropriation for this work. The growth of winter sports in Maine has been slow but steady and built upon a sound foundation with excellent prospects for the future. Stress has been placed on "winter vacations in Maine" rather than on a week-end of skiing and attention is being called to ice sports which are practically always certain whereas snow conditions are not always favorable. A winter sports folder listing all facilities with a keyed map to the locations is published and a new winter sports poster is distributed in various effective channels. Maine is utilizing newspaper advertising for winter sports this year for the first time.

### MAINE HANDICRAFT

Several years ago, the Development Commission foresaw the increasing interest in Maine handicraft which had an extremely limited market at that time. Following its customary procedure in such development, the Commission sponsored an organization of men and women engaged in handicraft, known as the Maine Craft Guild, and then lent its promotional facilities to the group.

The program of promotion including a series of news stories, photographs and demonstrations on handicraft, arranged by the Commission's publicity staff in collaboration with the State Supervisor of Craft. This movement has grown so rapidly as a result of this program that now Maine handicraft is recognized all over the eastern part of the country and meets with a ready sale in numerous outlets. The Maine motif has been stressed in all publicity resulting in a steadily increasing demand for articles made in homes and small shops that are typical of Maine.

This represents a definite and valuable financial return to many Maine residents who previously received only a small amount for their ingenuity and craftsmanship. The program to publicize Maine made handicraft is being expanded as an important phase of the Commission's program to help Maine persons and Maine products.

*Cultural Activities.* Realizing that many of Maine's visitors seek relaxation in cultural pursuits rather than in more active sports, the Commission commenced publicizing its cultural advantages. Maine



has long been known as the pioneer in the summer theater movement and this was capitalized upon in publicizing the five major summer theater colonies in the state. In addition, the summer art colonies, art exhibits, book fairs, literary celebrities who make Maine their summer home and the state's outstanding summer music colonies have been publicized. Attention has been called to Maine as an ideal substitute for those who hitherto sought historic and cultural knowledge abroad. The state's scenic attractions have been portrayed to painters and photographers.

*General Service.* In addition to its regularly established duties, the Commission staff serves as a clearing house for information on Maine and as a general service center for those who desire specific facts on Maine recreation, agriculture or industry. For example, a group planning to visit Maine may want guides, canoes or saddle horses. These are promptly secured as a part of our service to Maine visitors.

Another example, a Commission staff member found out that all of the clay being used for pottery making in the various boys and girls camps was being imported from out of state. A Maine clay bank yielding exactly the right type of clay for this work was located and the contact established between its owner and the boys and girls camps, so that now Maine clay is used for this purpose, satisfying both parties.

A prospective purchaser of a sporting camp contacts the Commission and is provided with information on sites, taxes, business prospects, sources of supplies, in fact, all details necessary to complete the transaction. Someone wants to know where to secure certain Maine minerals and is given the exact information that he requires. These are but a few of the many types of service rendered daily by the Commission. In addition, countless letters seeking information addressed to other state departments or Chambers of Commerce are forwarded to the Commission and all are answered.

*Results.* It is logical to ask "Is all this advertising, promotion and development worthwhile? Does it bring adequate returns?" A little investigation proves that it is a highly profitable business for the people of Maine, bringing tremendous financial returns for the amount of money expended.

The recreational industry has become Maine's greatest single business, with every one of its citizens benefitting by the income, either directly in cash or indirectly by the lessened tax burden which results from it.

In 1940, over \$98,000,000 was left in Maine by our visitors; this figure having been arrived at as the result of a painstaking survey of gasoline tax receipts; bridge tolls and response to questionnaires sent out to hotels, sporting camps, stores, garages and the various other types of business affected.

Maine farmers and commercial fishermen sell approximately \$2,500,000 worth of their products either directly to visitors or to hotels and restaurants catering to them.

Approximately 25,000 persons are employed in the recreational business and their wages average about \$8,000,000 a year. Many Maine boys and girls earn their way through college by working at recreational resorts.

Non-residents own private summer property in Maine which is assessed for over \$30,000,000. Summer hotels and camps are assessed for over \$10,000,000 and boys and girls camps for over \$7,000,000. It can be readily seen what these figures mean to the resident taxpayer whose taxes would be unbearably high without the income from non-resident owners. There are numerous resort towns in Maine where summer residents pay between 50 and 90% of the entire taxes of the community.

The gasoline tax returns offer a fair criterion. In August, 1929 this figure was \$568,007.78. In August, 1940 it was \$790,839.67.

The number of persons buying or building summer and year-round homes in Maine is increasing steadily. In 1938 a careful check was made of this activity and it was determined that in that year over \$2,000,000 was spent for the purchase and renovation of such property. The 1940 figure will undoubtedly exceed that of 1938.

These figures prove conclusively the far-reaching scope of Maine's great recreational business which affects every one of its citizens.

*Agriculture.* In 1933, the Maine Development Commission decided that the recreational phase of its three point program had progressed so well, that it was the logical time to enter upon the second field of development with which it had been charged by the Legislature. In that year, the Legislature made an additional appropriation of \$25,000 to the Development Commission which was ear-marked for advertising Maine food products.

Utilizing the same careful methods of advertising and publicity accorded to recreation, a program of promotion was started. A recipe book containing new and different ways for using Maine canned foods was published by the Commission. An increased demand for

canned foods was noted following the distribution of several thousand of these recipe booklets. However, it was soon found that some way of identifying the Maine canned foods was necessary in order to get full value out of the advertising program.

During 1935 and 1936 the Aroostook potato growers, seeing the value of advertising potatoes and canned foods became interested in raising an advertising fund for this purpose among themselves. At their request, the Legislature passed the so-called potato tax law in 1937. The Maine Development Commission's appropriation was increased by \$25,000 which was earmarked for the promotion of Maine seafoods.

At this time an official State of Maine trademark was perfected, consisting of a strip of blue with white letters reading "State of Maine" followed by a strip of white for the individual packer's name and then a strip of red with white letters indicating the product—potatoes, blueberries, corn or lobsters. This trademark has become the symbol of quality wherever food products are sold and housewives throughout the eastern part of the country are demanding Maine trademarked food products.

The consumer size package of potatoes has been developed so that a customer may buy a peck of potatoes packed in Maine and bearing the official State of Maine trademark.

That this program has aided Maine potato growers is shown by the following:

"Based on reports of the Federal-State Marketing News Service which covers the season through May 2nd, and estimates of the Maine Potato Growers and Shippers Committee and the Tabb Reporting Service for the balance of the season ended June 30th, 1940, there was a total of 37,080 cars of Maine Potatoes shipped from the State during the season for which price paid to growers was reported.

For this movement of 37,080 cars, growers are estimated to have received an average shipping point price of \$2.035 per barrel. This figure compares with an average of \$1.499 per barrel for the same period of the 1938-39 season and to \$.897 for the same period of the 1937-38 season.

Total income to growers, based on these shipping point prices, figures at approximately \$18,293,191.23 for the 1939-40 season, compared to \$14,561,900.19 for the 1938-39 season, and to \$10,888,041.11 for 1937-38."

Some remarkable results have been attained because of this potato advertising campaign. Before it was started there never was a recipe

on the food pages of the daily papers for preparing potatoes. Plenty of recipes for preparing foods that are a substitute for potatoes. As a result of our advertising and publicity campaign many of the large daily papers today are using a large number of recipes for preparing potatoes in different ways. We find these on the food pages of the newspapers all over the eastern part of the United States.

Around 200,000 copies of the Maine recipe book entitled "99 Ways for Preparing Potatoes" have been distributed.

The sales of potatoes, canned corn, blueberries, apples, dairy products and seafoods have all been increased by the advertising and promotion program. The labeling of each product with the official trademark has aided other Maine products.

The Development Commission intends to complete and extend this campaign to popularize quality food products from Maine.

*Industry.* In 1938, the Commission decided that it was the logical time to enter upon the third phase of the three point program, that of industrial development. Previously the appropriation and size of personnel had not made this possible.

The industrial program started off in a small way with a limited advertising campaign designed to fill vacant plants already in the State and resulted in two new industries coming to Maine the first year.

It was learned that a very necessary part of this program was the securing of complete information on available plants giving the technical data required by any prospective tenant. An industrial engineer was added to the Commission's staff and began making a survey of vacant plants.

The entire State has been covered by this engineer and now, for the first time, we have data in our files on every vacant plant in the State, including detailed information on floor space, power, transportation facilities, living conditions in the town and other essential facts.

The advertising program will be continued and contacts established with manufacturers interested in relocating their plants.

A directory of Maine manufacturers is now in the process of publication. This will include every industrial plant in Maine together with a list of products manufactured by each. It will give the location, name of the President, Treasurer, Purchasing Agent and Selling Agent. These directories will be distributed throughout the country and should be a valuable aid to Maine manufacturers.

The Commission has been able to act as a clearing house for concerns desiring various items manufactured in Maine and thus turned

over a considerable amount of new business to different Maine manufacturers.

The Commission has been very active in the National Defense program, our industrial engineer having worked out a plan whereby this department serves as a clearing house for information on products for which the government is asking bids. Although still in its infancy, this service is proving valuable to Maine manufacturers.

As an additional aid to existing industries, our industrial engineer has visited plants doing defense work in other states to learn the changes in machinery and methods that will be necessary in Maine plants before they can conform to standards required in Government bids.

That the need of a coördinating agency is vital if Maine is to benefit to the fullest possible extent from the National Defense program is apparent every day. Other than shipbuilding, textile and shoes, Maine has few, if any, of the huge manufacturing units that can bid on large amounts of materials and products specified in Government bids. Our small plants, can, however, obtain Government orders if they are properly advised and aided.

The industrial engineer is visiting basic contractors throughout New England to obtain samples of articles that can be made in Maine and shipped to their assembly plants, and in addition to learn the quantities of goods that could be absorbed. Armed with this information the Development Commission will call state-wide and sectional meetings of Maine industrialists to inform them of the business that may be obtained in this manner and to assist them in placing orders.

For the past several months, our industrial engineer has been studying all bids published by the Government and has promptly notified Maine manufacturers of supplies that could be made in Maine. He has made the suggestion that the state's industrialists who are interested in government orders have themselves placed on bidding lists so that they will have first hand information of opportunities to bid.

There are numerous other methods by which the Maine Development Commission will work with industry both as a coördinating agency and a clearing house. The need for such a program is imperative if Maine industry and Maine labor are to make the most of their opportunities.

## RECEIPTS AND EXPENDITURES

Balance carried over 1938-39.....	\$17,483.32
Credits on Photographs sold.....	103.90
Credits on "Maine, A Guide Down East" sold.....	397.80
Credits on World's Fair Account.....	3,695.72
(Reimbursements from Fish & Game Dept., Sea & Shore Fisheries Dept., and Dept. of Agriculture for salary paid to men working at exhibit)	
Credit from Maine Central Railroad to Agricultural Acct.....	42.40
Credit on Sea and Shore Advertising.....	401.30
Contribution for advertising Shoestring Potatoes.....	267.67
Contribution for advertising Turkeys.....	37.00
Council Order No. 383 for New England Council advertising.....	499.83
Credit on check returned.....	8.60
	\$22,937.54
Appropriation 1939-40.....	200,000.00
	\$222,937.54
Spent in 1939-40.....	182,377.49
	\$40,560.05

While the balance on hand June 30, 1940, shows \$40,560.05, a large amount of this was for bills contracted for but not paid. For example: We have a large amount of advertising running in July, August and September. This comes out of the 1939-40 budget, but is not paid until after the books are closed.

The actual net balance after the contracted bills were paid was \$9,322.09 and of this amount \$5,225.00 was the amount we set up for reserve and did not have to use. So, the actual operating saving for the year was \$4,097.09. The actual cash balance of \$9,322.09 left over for the fiscal year 1939-40 was set up in this year's budget for additional advertising space.

The complete financial statement for the fiscal year 1939-40 follows:

We are giving first the expenditures as we set up our budget. Secondly, We are giving the detailed expenditures for the year.

Expense of Commission . . . . .	\$411.10
Salary . . . . .	5,990.83
Traveling Expense . . . . .	701.28
Publicity:	
Salary . . . . .	7,455.50
Travel . . . . .	2,087.88
Expense . . . . .	2,902.93
Klir Beck . . . . .	652.08
Temporary Wages . . . . .	3,724.31
General Office Expense . . . . .	5,350.24
Advertising . . . . .	58,346.43
Photographs . . . . .	3,847.71
Booklets . . . . .	25,807.57
Booklet Postage . . . . .	4,847.74
Maine, A Guide Down East . . . . .	448.28
Shows and Exhibits . . . . .	381.08
New England Council . . . . .	499.83
Industry . . . . .	4,947.95
World's Fair . . . . .	14,467.26

**Agriculture**

Poultry, Milk, Apples and Misc. Promotion . . . . .	8,428.62
Travel . . . . .	676.77
Publicity . . . . .	340.31
Advertising . . . . .	10,912.16
Salary . . . . .	875.00
Shoestring Potatoes . . . . .	267.67

**Sea and Shore Fisheries**

Advertising . . . . .	14,802.03
Salary . . . . .	1,248.00
Travel . . . . .	335.91
Publicity . . . . .	47.02
Shows . . . . .	1,574.00

—————\$182,377.49

**MAINE DEVELOPMENT COMMISSION  
EXPENDITURE ANALYSIS**

**July 1, 1939 to June 30, 1940**

**Expense of Commissioners**

Telephone Tolls.....	\$1.10
Railway Fares.....	40.40
Pullman Sleeper.....	11.60
Taxi and Vehicle Hire.....	2.20
Automobile Mileage.....	292.00
Hotel Room or Lodging.....	12.00
Meals.....	51.40
Gratuities.....	.40

\$411.10

**Executive Secretary**

Regular Salaries.....	\$3,547.33
Telephone Tolls.....	39.49
Railway Fares.....	105.17
Pullman Sleeper.....	7.80
Car Fares and Tolls.....	17.55
Taxi and Vehicle Hire.....	4.75
Automobile Mileage.....	357.37
Hotel Room or Lodging.....	26.50
Meals.....	129.75
Gratuities.....	3.65
Printing.....	1.75
Convention Registration Fees.....	7.50

\$4,248.61

**Publicity Director**

Regular Salaries.....	\$3,338.67
Stamps, Parcel Post, etc.....	.75
Telephone Tolls.....	4.81
Railway Fares.....	8.56
Car Fares and Tolls.....	4.50
Taxi and Vehicle Hire.....	2.20
Automobile Mileage.....	162.84
State Car Rental.....	378.96
Hotel Room or Lodging.....	33.25
Meals.....	158.50
Printing.....	2.20
Drafting and Photographic.....	1.80

\$4,097.04



**General Office Salary and Expense**

Regular Salaries . . . . .	\$6,560.33
Temporary Wages . . . . .	4,126.41
Stamps, Parcel Post, etc. . . . .	4.34
Telephone Tolls . . . . .	29.49
Railway Fare . . . . .	5.78
Car Fares and Tolls . . . . .	31.30
Automobile Mileage . . . . .	245.52
State Car Rental . . . . .	615.68
Hotel Room or Lodging . . . . .	275.95
Meals . . . . .	343.43
Gratuities . . . . .	12.00
Storage of Motor Vehicles . . . . .	4.50
Printing . . . . .	1.75
Entertainment Services . . . . .	2.00
Drafting and Photographic . . . . .	4.85
Lobsters used for advertising purposes . . . . .	2.90
	————— \$12,266.23

**General Office Expense**

Temporary Wages . . . . .	\$110.00
Stamps, Parcel Post, etc. . . . .	5.64
Meter Postage . . . . .	1,556.36
Telephone Service . . . . .	97.25
Telephone Tolls . . . . .	858.80
Telegrams and Cables . . . . .	357.31
Freight, Express and Drayage . . . . .	1,030.91
Mimeographing and Multigraphing . . . . .	223.55
Repairs to Office Equipment . . . . .	7.31
Office Supplies . . . . .	931.86
Drafting and Photographic Supplies . . . . .	15.30
Building Supplies . . . . .	.45
Miscellaneous Supplies . . . . .	.40
Insurance on Equipment . . . . .	20.60
Newspapers . . . . .	69.50
Commissions, Notaries, Justices . . . . .	5.00
Furniture and Equipment . . . . .	170.00
	————— \$5,460.24

**World's Fair**

Temporary Salaries . . . . .	\$ 45.00
Temporary Wages . . . . .	6,399.31
Artists' Fees . . . . .	17.00

Stamps, Parcel Post, etc.....	20.07
Telephone Service.....	103.38
Telephone Tolls.....	41.12
Telegrams and Cables.....	27.47
Freight, Express and Drayage.....	1,108.75
Trucking.....	140.00
Railway Fares.....	634.19
Pullman—Sleeper.....	33.50
Bus.....	19.66
Car Fares and Tolls.....	61.60
Automobile Mileage.....	256.35
Hotel Room or Lodging.....	1,084.50
Meals.....	218.90
Gratuities.....	.75
Printing.....	3.88
Electricity—Light.....	1,134.86
Water.....	2,139.72
Waste Removal.....	83.25
Drafting and Photographic.....	3.35
Fish Feed.....	4.33
Misc. Supplies.....	736.32
Insurance on Buildings.....	108.00
Furniture and Fixtures.....	59.00
	<hr/>
	\$14,447.26

(See page 30 for Analysis of World's Fair Expenditures)

**Funds Earmarked by Legislature for Sea and Shore  
Advertising**

Regular Salaries.....	\$1,248.00
Temporary Wages.....	573.37
Stamps, Parcel Post, etc.....	3.04
Telephone Tolls.....	11.45
Freight, Express and Drayage.....	1.44
Trucking.....	250.00
Railway Fares.....	27.01
Car Fares and Tolls.....	8.50
Taxi and Vehicle Hire.....	2.40
Automobile Mileage.....	308.63
State Car Rental.....	37.32
Hotel Room or Lodging.....	86.20
Meals.....	214.40
Gratuities.....	2.60

Printing . . . . .	315.00	
Newspaper and Magazine Advertising . . . . .	11,594.74	
Printing, Advertising and Publicity Matter. . . . .	1,790.39	
Repairs to Instruments and Apparatus . . . . .	1.75	
Lobsters furnished for State of Maine Dinner for American Authors and Booksellers Luncheon	100.00	
Office Supplies. . . . .	10.73	
Drafting and Photographic. . . . .	769.53	
Lobsters used for advertising and publicity pur- poses in connection with lobster advertising campaign. . . . .	257.20	
Miscellaneous Supplies. . . . .	153.26	
Rental of Booths at Springfield, Eastern States Exposition. . . . .	150.00	
		----- \$17,916.96

**Newspaper and Magazine Advertising**

Artists Fees. . . . .	\$ 4.67	
Newspaper and Magazine Advertising. . . . .	58,341.76	
		----- \$58,346.43

**Shoestring Potato Advertising**

Newspaper and Magazine Advertising. . . . .	\$196.59	
Drafting and Photographic. . . . .	71.08	
		----- \$267.67

**Photographs**

Stamps, Parcel Post, etc. . . . .	\$ 8.44	
Car Fares and Tolls. . . . .	3.50	
Automobile Mileage. . . . .	74.05	
Meals. . . . .	21.45	
Photographs. . . . .	3,740.77	
		----- \$3,848.21

**Booklets**

Temporary Wages. . . . .	\$ 80.00	
Architects and Engineers. . . . .	37.40	
Artists Fees. . . . .	1.00	
Stamps, Parcel Post, etc. . . . .	3,906.85	
Meter Postage. . . . .	947.74	
Freight, Express and Drayage. . . . .	14.10	
Printing. . . . .	24,690.58	
Office Supplies. . . . .	275.38	
Drafting and Photographic. . . . .	450.83	
Building Supplies. . . . .	7.06	
Miscellaneous Supplies. . . . .	243.87	
		----- \$30,654.81

**“Maine, A Guide Down East”**

Stamps, Parcel Post, etc.....	\$ 2.73
Freight, Express and Drayage.....	3.98
Books.....	441.57

\$448.28

**Publicity**

Temporary Wages.....	\$349.75
Artists Fees.....	10.25
Stamps, Parcel Post, etc.....	1.92
Telephone Tolls.....	7.35
Railway Fares.....	409.30
Pullman Sleeper.....	92.20
Automobile Mileage.....	12.24
State Car Rental.....	4.60
Hotel Room or Lodging.....	75.00
Meals.....	33.00
Printing.....	239.16
Publicity Matter.....	.60
Repairs to Miscellaneous Equipment.....	7.18
Entertainment Services of newspaper and magazine men visiting the State.....	72.70
Office Supplies.....	45.77
Drafting and Photographic.....	1,455.46
Recreational Supplies.....	60.64
Miscellaneous Supplies.....	15.72
Plant Machine and Equipment.....	5.00
Rental of Boats.....	.75
Miscellaneous Equipment.....	4.34

\$2,902.93

**Industrial Advertising**

Regular Salaries.....	\$1,052.34
Stamps, Parcel Post, etc.....	1.00
Telephone Tolls.....	.10
Railway Fares.....	14.80
Car Fares and Tolls.....	9.45
Taxi and Vehicle Hire.....	2.65
Automobile Mileage.....	155.20
State Car Rental.....	358.76
Hotel Room and Lodging.....	19.15
Meals.....	53.90
Storage of Motor Vehicles.....	8.00

Printing . . . . .	24.85	
Mimeographing and Multigraphing . . . . .	16.41	
Newspaper and Magazine Advertising . . . . .	2,904.82	
Repairs to Autos . . . . .	1.85	
Office Supplies . . . . .	26.95	
Drafting and Photographic . . . . .	254.95	
Miscellaneous Supplies . . . . .	17.77	
Newspaper Subscriptions . . . . .	25.00	
		\$4,947.95

**Shows and Exhibits**

Temporary Wages . . . . .	\$ 8.00	
Stamps, Parcel Post, etc. . . . .	5.90	
Telephone Tolls . . . . .	12.20	
Telegrams and Cables . . . . .	.84	
Freight, Express and Drayage . . . . .	67.52	
Railway Fares . . . . .	45.28	
Car Fares and Tolls . . . . .	15.20	
Automobile Mileage . . . . .	4.50	
Hotel Room or Lodging . . . . .	65.61	
Meals . . . . .	74.75	
Gratuities . . . . .	3.70	
Electricity—Light . . . . .	15.00	
Entertainment Services of Newspaper Men . . . . .	61.50	
Drafting and Photographic . . . . .	1.08	
		\$381.08

**New England Council Advertising**

Printing, Advertising and Publicity Matter . . . . .	\$499.83	
		\$499.83

**Funds Earmarked by Legislature for Agricultural Advertising and Publicity**

**Agricultural Shows**

Temporary Wages . . . . .	\$2,066.02
Artists Fees . . . . .	68.00
Stamps, Parcel Post, etc. . . . .	8.63
Telephone Tolls . . . . .	31.73
Telegrams and Cables . . . . .	.35
Freight, Express and Drayage . . . . .	310.72
Trucking . . . . .	20.60
Broadcasting . . . . .	90.00
Railway Fares . . . . .	197.46
Pullman Sleeper . . . . .	20.00

Bus Fares . . . . .	5.67
Car Fares and Tolls . . . . .	34.93
Taxi and Vehicles Hire . . . . .	5.05
State Car Rental . . . . .	715.88
Hotel Room or Lodging . . . . .	527.72
Meals . . . . .	461.00
Gratuities . . . . .	53.26
Storage of Motor Vehicles . . . . .	23.46
Cleaning and Lubricating Motor Vehicles . . . . .	.75
Printing . . . . .	472.75
Newspaper and Magazine Advertising . . . . .	1,565.66
Electricity—Light . . . . .	4.44
Repairs to Autos . . . . .	2.59
Cleaning Service . . . . .	1.50
Sign Painting . . . . .	16.50
Flowers for Agricultural Shows . . . . .	6.19
Office Supplies . . . . .	.49
Drafting and Photographic . . . . .	29.57
Apples used for Advertising Purposes . . . . .	138.85
Canned Vegetables used for Advertising . . . . .	75.55
Gasoline . . . . .	3.21
Milk used for Advertising Purposes . . . . .	26.80
Building Supplies . . . . .	150.21
Motor Vehicle Supplies . . . . .	.75
Electrical Supplies . . . . .	5.25
Agricultural Supplies . . . . .	56.00
Miscellaneous Supplies . . . . .	240.13
Building Rent . . . . .	400.00
Plant, Machine and Equipment . . . . .	6.00
Live Stock . . . . .	15.00
Office Equipment Rent . . . . .	519.95
Prizes . . . . .	50.00
	<hr/>
	\$8,428.62

**Agricultural Travel**

Stamps, Parcel Post, etc. . . . .	\$ 9.50
Telephone Tolls . . . . .	20.65
Railway Fares . . . . .	13.46
Bus . . . . .	9.40
Car Fares and Tolls . . . . .	1.20
Automobile Mileage . . . . .	29.40
State Car Rental . . . . .	224.00

Hotel Room or Lodging . . . . .	64.50	
Meals . . . . .	127.35	
Gratuities . . . . .	23.00	
Storage of Motor Vehicles . . . . .	.50	
Printing . . . . .	1.75	
Drafting and Photographic . . . . .	5.00	
Apples used for Advertising . . . . .	2.50	
Gasoline . . . . .	.75	
Miscellaneous Supplies . . . . .	8.30	
	<hr/>	\$541.26

**Agricultural Publicity**

Telephone Tolls . . . . .	\$ 5.27	
Freight, Express and Drayage . . . . .	44.07	
Automobile Mileage . . . . .	72.10	
State Car Rental . . . . .	9.64	
Hotel Room or Lodging . . . . .	18.25	
Meals . . . . .	26.35	
Gratuities . . . . .	3.90	
Drafting and Photographic . . . . .	205.00	
Apples used for Advertising . . . . .	83.45	
Miscellaneous Supplies . . . . .	7.79	
	<hr/>	\$475.82

**Agricultural Advertising**

Telephone Tolls . . . . .	\$ 6.87	
Broadcasting . . . . .	2,177.50	
Railway Fares . . . . .	20.20	
Pullman Sleeper . . . . .	5.80	
Bus Fare . . . . .	1.45	
Car Fares and Tolls . . . . .	3.35	
Automobile Mileage . . . . .	98.40	
Hotel Room or Lodging . . . . .	24.00	
Meals . . . . .	30.95	
Gratuities . . . . .	6.65	
Newspaper and Magazine Advertising . . . . .	1,133.02	
Printing, Advertising and Publicity . . . . .	7,191.58	
Drafting and Photographic . . . . .	212.39	
	<hr/>	\$10,912.16

**Agricultural Salary**

Regular Salaries . . . . .	\$875.00	\$875.00
	<hr/>	
Total Spent in Fiscal Year 1939-40 . . . . .		\$182,377.49

### World's Fair Account

Cost of Space.....	\$24,480.00	
Cost of Exhibit.....	31,941.26	
Payroll of Personnel.....	10,840.09	
Expense of Personnel.....	3,545.04	
Cost of Booklets.....	29,493.07	
		-----\$100,299.46
Credits from Fish and Game:		
Sea and Shore and Agricultural Dept. ....	6,147.34	
		-----
		\$94,152.12
Legislative Appropriation for Fair.....	\$50,000.00	
Spent from Maine Development Fund.....	44,152.12	
		-----
		\$94,152.12
Fair opened April 30, 1939, and closed October 30, 1939		
Maine spent in fiscal year 1938-39.....	\$79,704.86	
Maine spent in fiscal year 1939-40.....	14,447.26	
		-----
		\$94,152.12
Maine did not participate in 1940.		