

1-18-1928

T.A. Huston & Co. To Aid Publicity

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Four

1/18/28

T. A. Huston & Co. To Aid Publicity

Each Box Of Products Contains
Picture Of Mount Kineo

A program of co-operation with the State of Maine Publicity Bureau in advertising the recreational advantages of the State has been undertaken by T. A. Huston & Co., according to a letter received recently by Harrie B. Coe, manager of the Bureau at Longfellow Square.

In each box of crackers packed by this firm, W. Roy Huston, the president, informs the Bureau, there is to be placed a photograph of Kineo on the reverse of which is printed several paragraphs describing the scenic wonders at this spot on the shores of Moosehead Lake. Another circular is being prepared to boost Casco Bay.

Mr. Coe has also learned, he has told the executive committee of the Bureau, that the Standard Oil Company of New York is planning National advertising in which they will co-operate in the plans to lure vacationists to Maine. Wesley L. Whelpley, agent in this district, has explained this intention for his company.

The Socony products, which have never been marketed in the United States except in New York State and in New England, have decided to advertise these seven states in National publications for the first time, beginning sometime in the Spring. The object will be to tell the advantages of Maine and the other states for vacations to the residents elsewhere.