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October - DecemberCorrespondence 1947

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12-12-1947

## 12/12/1947 Letter from the State of Maine Publicity Bureau

John C. Page Jr.  
*State of Maine Publicity Bureau*

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# STATE OF MAINE PUBLICITY BUREAU

PORTLAND • YORK CORNER • BANGOR • NEW YORK

3 ST. JOHN STREET — PORTLAND 4, MAINE

EXECUTIVE MANAGER  
GUY P. BUTLER

December 12, 1947  
OUR 26TH YEAR

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Mayor Louis P. Gagne  
City Of Lewiston,  
Maine

Dear Mayor Gagne:

One of the biggest problems facing the State of Maine during the next few years will be the intensive competition from other states in the field of state-wide promotional effort. We must sell Maine and Maine Products as they have never been sold before if we are to maintain our pre-eminence as a producer of "quality" products and a provider of the finest in recreational pursuits.

It can be done, --- yes, it must be done; but it requires working capital.

As Mayor of The City Of Lewiston you have an opportunity to help amass the necessary "working capital" for that part of Maine's overall promotional program which is administered by the Maine Publicity Bureau. This, of course, becomes possible under Chapter 80, Section 95 of the Revised Statutes of Maine which states that any town or city may raise up to one mill of the assessed total valuation for the purpose of advertising the natural resources, advantages and attractions of The State Of Maine. The amount our finance committee suggests for your consideration for The City Of Lewiston is \$450. Among other cities that have already taken favorable action for 1947 are: Portland \$1000, Bath \$100, Belfast \$100, Gardiner \$200, Hallowell \$100, Rockland \$100, Presque Isle \$100, Augusta \$200, Westbrook \$150 and Auburn \$250. These figures would seem to indicate that the \$450 suggested for your consideration in Lewiston is commensurate with what other cities are doing.

The Bureau's budget for this year will be over \$100,000. It's program is the most extensive in the 26 year record of the organization.



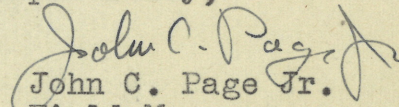
Mayor Louis P. Gagne  
December 12, 1947  
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Unquestionably, it deserves the support of every town and city in the State Of Maine.

A list of the towns and cities that appropriated funds for this purpose last year is attached along with a booklet just off the presses outlining the functions and structure of the Maine Publicity Bureau and an announcement of the Bureau's COMMUNITY SERVICE PROGRAM which is a new service especially planned to assist your city.

Your favorable endorsement of an appropriation for the current year will help to make this 26th year of service the biggest and most productive in the history of Maine Business.

Respectfully,

  
John C. Page Jr.  
Field Manager

JCP/c.