

1932

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Recommended Citation

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OUTLINE FOR ADDRESS

— ON —

MOOSEHEAD LAKE PARK
AND CAMPING RESERVE
PROJECT

Frank C. Hinckley
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OUTLINE FOR ADDRESS ON MOOSEHEAD LAKE PARK AND CAMPING RESERVE PROJECT

It is proposed to develop for recreational and health about 100,000 acres of forest land extending eastward from the shore of Moosehead Lake to Katahdin Iron Works and Lake Onawa, in the following manner:

1. Purchase of about 70,000 acres of land.
2. A scenic toll road of about 35 miles extending from Moosehead Lake over Lily Bay and Katahdin Iron Works Mountains to Katahdin Iron Works and the public highway in Brownville, supplemented by a branch road of 13 miles from Katahdin Iron Works along the slope of Chairback Mountain Range to the public highway at Lake Onawa and by additional roads or trails to principal lakes of the tract and other points of recreational interest, totalling about 70 miles.
3. A modern recreational hotel on the shore of Moosehead Lake supplemented by a series of camps and camp grounds along the route of the proposed toll road or its branches.
4. The sale of developed and undeveloped land for private camps around hotel or camp centers and elsewhere.
5. A health organization for persons in ill health who are not contagious or hospital cases, based on supervision of a physician, supplemented by a host who shall carry out physicians' prescriptions for exercise as recreational activity.

The moving pictures which are now being shown will give some idea of this beautiful region. I shall then explain the plans of development, the evidence of recreational demand for combined lakes, forests and mountains when developed along the lines proposed.

Moving pictures to be shown at this point lasting about 26 minutes.

DESCRIPTION OF PROPERTY

The region of the proposed development is on the edge of Maine's unbroken forest. It is accessible (1) by two State highways which terminate in prosperous towns and farming districts near its southern border, (2) by the Bangor and Aroostook, Canadian Pacific, and Maine Central Railroads, (3) by an excellent airplane landing field on the eastern edge of the property recently used by the Canadian Airways Corporation on its transcontinental route to Halifax, on the western edge by an airplane field at Greenville, and the waters of Moosehead Lake for hydroplanes.

The territory embraced in the project is entirely forest covered. It contains 60 lakes and ponds including part of the nationally-known waters of Moosehead Lake and has over 40 immediately outlying it. It is, therefore, the principal lake country of the Atlantic Seaboard, when measured by an equal area. It contains three mountain groups running to elevations of between 3,000 and 4,000 feet which by reason of the large number of lakes within their borders, or immediately outlying them, and the varying direction of the mountain ranges, present more beautiful scenery in important respects than the unbroken ranges of Adirondacks, White Mountains, Green Mountains, etc.

SCENIC TOLL ROAD

The construction of scenic toll roads, for the most part at high elevations, will make available the most beautiful and varied lake, forest and mountain scenery on the Atlantic Seaboard which may be reached by motor, and should, therefore, like the highways through the Adirondacks and White Mountains, attract tourists of all classes from the entire country.

Owing to the nature of the terrain which admits low cost road construction at high elevations, short branch roads will be built around several mountain tops of the tract, thereby extending the scenic resources of the main road.

CAMPING RESOURCES MADE AVAILABLE BY TOLL ROAD

In addition to the opportunity of securing a wide touring clientele, the proposed road and its branches to various lakes within and without the tract will make easily accessible one of the oldest and most popular camping regions of the State. This region now reached by long and rough tote roads at an average cost of about \$10 per round trip and two days' time, has an annual patronage of about 1,200 recreational visitors. It is believed that the camping clientele may be increased sev-

eral thousand per cent if access is provided by motor. Such large increase in patronage has invariably followed when similar camping regions have been opened to motor traffic and may be strikingly demonstrated by the growth of camping in the Adirondacks State Forest Reserve which has increased from a few thousand in 1923 to 128,000 in 1929, 267,000 in 1930, and 437,000 in 1931. (See 1932 Report of N. Y. State Conservation Department.)

The rapidly growing demand for recreational use of combined lakes, forests and mountains is the logical development of motor road building to these sections since 1910, and the recent wide ownership of motor cars, which gives opportunity for persons of moderate means and short vacations to visit the most desirable regions.

PUBLIC WILLING TO PAY A TOLL OR ADMISSION CHARGE FOR ACCESS TO DESIRABLE RECREATIONAL PRIVILEGES

In respect to the matter of public tolls, a State charter has been obtained for this purpose, giving rights of eminent domain for the proposed road and branches. It is proposed to charge \$2.50 a day per motor for use of all 70 miles of roads on the property and a smaller price for longer occupancy. The evidence that the public will be willing to pay a toll or admission charge for access by motor to the desirable privileges opened by the toll road and its branches is based on the following facts and comparisons:

1. Successful operation of scenic toll roads up Mount Washington and Mount Mansfield which charge several hundred per cent more per mile, have only one panorama, and lack the important lakes and camping privileges of this enterprise.

2. Free public patronage of camp grounds on Moosehead Lake shore for which an admission charge is made and the astonishingly large income for access by motor to popular recreational locations, such as certain bathing beaches around large cities, and the admission charge to Ausable Chasm in the Adirondack Region.

3. The payment of club dues by millions of persons throughout the country for access to desirable recreational facilities is also believed to be evidence of the willingness of the public to pay a toll or admission charge for access to the large recreational resources of this enterprise, which cannot be equalled in its combined resources east of the Adirondacks.

RECREATIONAL HOTEL AT BEAVER CREEK, MOOSEHEAD LAKE

It is proposed to build a modern recreational hotel on the shore of Moosehead Lake to be located on a point jutting two and one-half miles into the lake. It will overlook a wide expanse of water, hills, and mountains. Near the hotel site are two coves offering opportunity for sheltered boat landings and each containing a bathing beach. The hotel will be supplemented by outlying camps for families wishing more privacy than may be offered by a hotel and by developments for organized sports, such as golf, tennis, etc. The beauty of natural surroundings and the invigoration of forest air at high altitudes should make these resources of particular interest.

A recreational hotel in this location would have many activities to keep it open during a long vacational period, starting with fishing as soon as the ice is out. It would be accessible from several popular tourist routes. It would be near the entrance of the scenic toll road, could be reached by state highways from Southern New England, and would be accessible from the international tourist route through Montreal and Quebec, which will be one day's drive from Quebec as soon as two highways now under construction are completed from Jackman and Bingham.

There is an airplane landing field eight miles away, and the waters of Moosehead Lake for hydroplanes.

It would be a community center for camps on the Moosehead Lake shore and camps in the interior, and as the climate and nearby terrain are well adapted for winter sports, it may prove practical to maintain them.

It would have as outside resources the unique and beautiful drive over high mountain sides opened by the toll road, opportunity for visiting the numerous lakes made accessible by the road, and finally access to unusual fishing and hunting where there would be available about one hundred lakes and ponds and 300,000 acres of forest land to which a round trip in a day may be made to any one point of interest. In respect to fishing, it is the opinion of experts on fish stocking, including our own Fish and Game Commissioner, that fishing may be maintained or even improved if access by motor is provided to its various lakes for fish stocking.

CAMPS THROUGHOUT THE TERRITORY SERVED BY THE TOLL ROAD

It is proposed to erect a series of public camps on the lake shores of the tract at varying prices, according to the facilities offered.

As there is evidence that the building of motor roads has increased patronage of Adirondacks, White Mountains, Green Mountains, Berkshires, etc., thousands of per cent since 1910, these facts are considered evidence that the camps of the region may be successfully operated and greatly increased in number if the proposed motor road and branches are built.

CAMP GROUNDS

It is proposed to build a series of camp grounds on lake shores, extending from Moosehead Lake throughout the territory served by the toll road, to be developed by roads making each individual camp site accessible by motor, a fireplace, tables and benches at each camp site, good water supply, good sewerage nearby, a swimming float and boat landing, to have boats and canoes for rent, and attendants sufficient to keep the camp grounds clean and well managed.

The evidence that camp grounds will be largely attended if developed by the proposed improvements is the extraordinary growth in the use of similar camp sites in the Adirondacks, which have increased from a few thousand patrons in 1923 to 128,000 in 1929, 267,000 in 1930, and 437,000 in 1931 (see 1932 Report of New York State Conservation Department).

PRIVATE LAND SALES

In consequence of owning a large and beautiful tract of land and its development by roads, trails, hotel, camps, camp grounds, etc., there should be an opportunity of selling developed and undeveloped land for private camp sites, (a) in the neighborhood of hotel and public camps to those who wish community facilities, or (b) in outlying parts for those who wish the isolation of the forest.

Evidence of opportunity for extensive sales of land for private camps may be found in every part of the country without a single exception, where regions combining lakes, forests and mountains within 500 miles of heavily-populated centers have been fully developed by motor roads and made available to settlement.

A further examination of the facts of recreational demand will show (1) that there is a greater concentration of patronage in regions combining lakes, forests and mountains than any smaller number of these resources singly or combined; (2) that the Moosehead Lake region is as near the centers of large population in Southern New England, New York and New Jersey as Adirondacks to a large percentage of its patrons; (3) that vacationists drive freely 500 miles and up to take advantage of such resources; (4) that measured by a

short term of years there is a rapidly increasing patronage from the flats of the Middle West and the flats of the Central and Southern Atlantic Seaboard to the region between Adirondacks and Maine; (5) that there is no undeveloped region left within 500 miles of centers of large population combining a large number of lakes, forests and mountains. This last fact insures that the development of the region will take up the rapidly growing demand for such resources which cannot be interfered with by the development of equally desirable new regions.

HERE ARE SOME SUPPLEMENTARY CONSIDERATIONS LOW ROAD BUILDING COSTS

The route of the proposed road occupies a terrain which is exceptionally well adapted to low road building cost. (1) The side hill location for most of the route permits cheapest construction methods in which a power shovel may in one operation cut on one side of the road and fill on the other. (2) Except on mountain tops, there are no ledges and few boulder fields on the entire route as laid out.

LOW CONSTRUCTION COSTS FOR HOTEL AND CAMPS

The high building costs which in recent years have reduced recreational hotel building may be considerably lowered.

(1) By adapting architecture to a modified log type, thereby reducing material and labor costs.

(2) By taking building material from the ground.

LOW FIRE RISK

There is evidence that fire risk may be kept at a low figure as (1) the road and its branches will offer facilities for intensive patrol and quick access in case of fire, (2) the road's position being for the most part on the hillsides of the tract will confine camping to limited areas along its route.

Confirmation of this point of view may be obtained from letters at hand from leading forest managers of the State, including representatives of Great Northern Paper Company, Hollingsworth and Whitney Company, by Edward LeCroix, Prentiss and Carlisle, and our own State Forest Commissioner, Mr. Violette, and by facts on the ground along various forest roads of our pulp and paper companies, and by similar comparisons in White Mountains and Adirondacks.

LOW TAXES

As commercial settlement of the region may be prohibited by reservations in the deeds of private land sales, this fact is believed to warrant the belief that the land may be held in unincorporated townships with a consequently low tax rate.

NOTES FOR FINANCIAL SET-UP

Here is the situation in respect to financing the project. We have in this group of combined lakes, forests and mountains a great undeveloped resource of the State, which evidence of recreational demand shows comparable to any equal area of Adirondacks or White Mountains. The purchase rights of the proposed territory have been protected either by options or written promises of coöperation for options applied for. Its development is considered a matter of great public interest. It is evident that the State is not in a position to finance and manage such a project as it is already overtaxed and cannot in any case go into business.

A survey of the initial cost of development has been made at \$2,700,000.

As I see the problem of financing, there are three groups whose coöperation is necessary. First, the public, not in the purchase of stock but by showing interest in it. I am proposing the actual financing through the participation of both business and philanthropy, especially such philanthropy as is interested in forest recreation, forest preservation, health, education, Boy and Girl Scout and similar activities for children, and fine arts as they may be represented by bringing out the artistic features of fine natural surroundings. It is proposed that all of these interests shall be placed on a self-sustaining basis. It is by the participation of these three groups that the Adirondacks have been developed.

The subject of full development for public use of lakes, forests and mountains is an immensely popular one, as may be demonstrated by the growth of such regions of thousands of per cent in the last twenty years wherever such regions lying within 500 miles, more or less, of centers of large population have been fully developed by motor roads and made available to settlement.

The popularity of my own project, in spite of the business depression, may be demonstrated by letters at hand from persons of all classes. Beginning with labor, I have a written offer from one man to give \$200 of his time free in hand labor to develop the project. From executives of large philanthropic foundations, from important health groups, well-known physicians, from large business, from life insurance companies and national recreational interests and rich individuals, I also have

most cordial letters stating their opinion that both recreational and health plans are sound and most desirable, and a number offering advice and cooperation as far as possible.

Out of these nationally known groups two well-known business men write with enthusiasm that they would be glad to assist in financing the project if business conditions were normal. One philanthropic foundation writes that they will take up the matter of financial assistance at their next directors' meeting, and five that while interested, they cannot take an active part at this time on account of the business depression.

I might also add that I have received a letter from the Chairman of the Board of Managers of the Appalachian Trail Conference stating their plan to locate the Appalachian Trail through the region of the development en route from Mt. Oglethorpe, Georgia, to the end of the Trail at Mt. Katahdin.

These letters, it seems to me, prove that my plans for combining business and philanthropy are sound, and that both may become interested in financing the enterprise when business has recovered its activity.

In the financial set-up of my plan, I am offering to eliminate all commercial features if philanthropic interests will underwrite it, except such business as is necessary to promote and operate it. Such a set-up would give all net earnings from operation of the toll road, hotel, public camps, camp grounds, private land sales, etc., to the philanthropic purposes of the enterprise.

It is my visualization that all the philanthropic features mentioned are in essence activities for physical and mental health, which I am taking the liberty of explaining in further detail as follows:

Recreation

It is believed that the development of the region, by making it easily accessible for recreational activities, has important philanthropic features, since, first, the good air and the physical activity of recreation in such surroundings is well known to be an aid in increasing physical health, and second, the recuperative effect on nervous persons of an environment of beautiful and majestic lakes, forests and mountains for those who live under complicated and nerve-wearing city conditions is often beneficial and lasting.

Health

I shall propose to business and philanthropy interested in health to establish a simple organization for combining health and recreation for unhealthy persons who are not contagious or hospital cases. Such an organization to be directed by a physician, supplemented by a board of medical men who shall control the amount of physical exercise, kind and quality

of food, etc., and a host who, with subordinates, shall both maintain an agreeable social life and carry out the physicians' prescriptions for exercise and recreational activity.

As there is no large organization of this sort on the Atlantic Seaboard, in spite of the fact that well-known physicians and other health experts have pronounced the project sound and desirable, an establishment of this nature should be of wide public benefit.

If business and philanthropy interested in health will agree to establish such an organization, I propose to deed for their use the shores of the most beautiful lake in the whole tract, which is surrounded by near and distant mountains and lakes and ponds, and is sunny and well protected from wind, and has an elevation of 1,500 feet.

Education

Both public and private philanthropy interested in education have for many years taken a great interest in the educational benefits of forest life. It may be noticed in this respect that Maine's four college presidents have joined my advisory committee as showing their personal and public interest in the educational features of the project.

Among the advantages which educators see in forest vacations are the mental and physical benefit to persons living under complicated city conditions as aiding their living and productive capacity throughout the year.

Boy and Girl Scout and Similar Activities for Children

Parents take much the same interest in forest life for their children that educators do who represent them. There are for children not only the present features of physical and mental health, but often a lifelong acquired interest in forest life, such as camping, walking, boating, swimming, fishing and hunting, and knowledge of the varied ways of nature, which lead to future vacations in the same environment and all react to maintain physical and mental health.

Fine Arts

By a development of forest life in which roads make accessible the most beautiful scenery, by maintaining and improving the desirable features of the developed region and eliminating or minimizing the undesirable features, this will constitute an artistic development of finest natural surroundings which by reason of its interest to persons of all classes will be a consummation of public aspiration and a health-giving factor to all its patrons. This, as it seems to me, constitutes in the broadest sense a development of fine arts.

METHODS OF FINANCING

The problem of making a sound and definite financial set-up for the enterprise is one on which I am now working. After receiving advice from philanthropic, business, and legal experts I hope to complete this plan during the present commercial depression in order that the project may be ready for financing when business has recovered its activity.

If philanthropy will underwrite the project I will then, to relieve the underwriters, proceed to sell profit-bearing securities of the entire development (1) to those who will permit them to be liquidated from earnings, after interest requirements have been paid, for the benefit of the recreational, health, forest preservation, educational and artistic features of the development, and (2) to such corporations or societies as will use the income as recreation or health benefits of the enterprise for their employees or members.

If underwriters of the enterprise cannot be obtained, there is opportunity, it is believed, of securing financing at a somewhat slower rate, for the same purposes from subscriptions of rich individuals and groups interested in its philanthropic features.

If neither underwriters nor subscribers can be obtained from philanthropic sources alone sufficient to finance the enterprise, there is opportunity of joining with business and dividing the profit bearing securities in proportion which each subscribes.

Whether the project is eventually financed by philanthropy or by business or the two combined, the philanthropic purposes of the enterprise will be served, the difference being only one of degree. Philanthropy will be placed on a self-sustaining basis by amortization of its investment after interest charges have been paid. Such a plan, it seems to me, would be a sound one. Instead of taxing the general public for its development and management, as would be the case of State ownership and political control, only such part of the public will pay as has special interest in financing, managing and using it. In these days of overtaxation and inefficient political control, such a plan would, it seems, be particularly apt.

In the proposed association of philanthropy and such business as is necessary to promote and operate the property, business will give to philanthropy a greater scope and vitality than philanthropy can obtain alone, by securing and housing its patrons, by furnishing food, gasoline and oil, transportation, etc. Business will then be responsible for handling the more difficult business details to which philanthropy cannot well attend, and minimize philanthropy's investment and maintenance cost in the enterprise. Philanthropy will give business the important participation which philanthropy can offer.

In such an association of philanthropy and business it is believed that the State might also join, by eliminating taxes on

undivided land. If, to aid the enterprise, the State should rebate such taxes, it would doubtless secure much more important compensating advantages. (1) It would obtain a great public park for its citizens without the necessity of taxing them for it. (2) It would have the income from operation of the toll road that its road charter provides. (3) It would obtain important new sources of taxation in the greatly increased value of land sold for private camps, and from the hotel, public and private camp buildings. (4) It would gain an important increase of tourist travel throughout the State, the purchase of supplies, etc., and (5) from the health features of the project for its citizens.

UNIFIED CONTROL

It is proposed to have unified control of developments and management for the benefit of the whole. Such a policy, it is believed, would be a foundation of soundness and permanence both of financing and management, and by reason of the interest of all classes in the wise development for public use of lakes, forests and mountains, this would be a consummation of public aspiration.

It is believed that by minimizing the commercial features of the development for the interest of its philanthropic purposes there would be eliminated many objectionable features of the White Mountains, Adirondacks, and other large developments, where by reason of villages, towns and cities which have grown up in their midst, there have arisen many activities detracting from the value of the forest life of these regions.

I might add that my present speaking campaign to demonstrate public interest in the project, showing moving pictures, etc., has been heartily endorsed in the following manner:

(1) Resolutions of the Maine Development Commission and Maine Branch of New England Council, heartily endorsing the speaking campaign.

(2) An Advisory Committee of well-known Maine men serving without financial responsibility to show their own and the public interest, and as a sort of endorsement of my own personal standing in respect to the promotion of the project. (This includes Maine's four college presidents and a former college president, an ex-governor of the State, a Supreme Court judge who is an expert on forest problems, an ex-attorney-general, the speaker of the last House of Representatives, the president of Maine Publicity Bureau, and well-known business and professional men.)

(3) Resolutions of Chambers of Commerce, service and social groups endorsing the project as of personal and public interest.

(4) An agreement of well-known public men to speak on the project, including an ex-governor of the State, an ex-attorney-general, the speaker of the last House of Representatives, the president of Maine Publicity Bureau, etc.

(5) Ample and favorable newspaper publicity extending not only throughout the State, but to leading papers of New England, such as the "Boston Evening Transcript."

During this period of business depression I have no intention of being influenced by the fears of this depression. In the last year and a half I have secured a state charter giving rights to charge toll, eminent domain for roads, etc., an extensive set of moving pictures, taken from the mountain tops and valleys of the region, I have located the approximate position of 70 miles of road, in places combining lowest road building cost, finest scenery, and best lake shore camping; secured land options and the coöperation of the land owners; made a survey of recreational demand for lakes, forests and mountains throughout Adirondacks and New England to Maine. I have secured the evidence of public interest in Maine as stated in this lecture and interested to the extent stated large outside business, philanthropic and health groups, and have engaged in other activities in preparation of the project.

I intend to continue the preparation of the project as hard as I can, regardless of the business depression, by the present speaking campaign throughout Maine and elsewhere, by perfecting my plans and organization, by making contacts with business, philanthropy and health which at a later date may become interested in financing it, and by construction if possible, of a six-mile toll road to Katahdin Iron Works and the development of that well-known and popular region by camps, camp grounds, etc., as a test of the willingness of the public to pay a toll or admission charge for access by motor to desirable lakes, forests and mountains.

The benefit of my proposed development will be not only local, but will extend throughout the entire State, New England and elsewhere, by increasing tourist travel, the purchase of supplies, and by its recreational and health developments. It will prove a new source of income to the State's depleted forest lands, and will serve to preserve the forests of one of the most desirable recreational regions of the Atlantic Seaboard.

In view of the endorsement of my methods already obtained from well-known individuals and groups, I am taking the liberty to ask for general resolutions in favor of my plan from this group, as being of personal and public interest. Such a resolution would contribute evidence of public interest, which the public, business, philanthropy and health desire to know. This proposed resolution is, of course, up to you. If you will think it over and let me know your decision I shall greatly appreciate it. I am leaving with your secretary a description of my

project, a list of my Advisory Committee and copies of resolutions of Maine Development Commission and New England Council.

If the State of Maine shows its interest in the proposed development, then it is believed that this fact will assist in securing the attention of large interests which are outside of the State.

CONSIDERATIONS NOT USED IN LECTURE

FINANCIAL PLAN

As it is uncertain at this time how the financial set-up may be determined in detail by those doing the actual financing, I have only outlined the objects to be obtained.

The financing as outlined in this lecture will be divided as follows:

Junior Financing

To cover the costs of promotion, to be repaid when senior financing is complete.

Senior Financing

To provide a method of protecting various philanthropic and business interests, by amortization and profit-bearing securities as outlined in this lecture.

PROBLEMS OF MANAGEMENT

It is believed that the problems of management are fairly simple considering the size of the enterprise. It is proposed to take care of the principal problems by (1) a contract with a well-known operating hotel company to operate hotels, camps and camp grounds on a profit-sharing basis, (2) a general manager of the city manager type to operate the entire property, (3) myself to be responsible for (a) sales (assisted by hotel operating company) and (b) the creation of a desirable atmosphere of forest life through character of improvements to be made, and other supervision.

FRANK C. HINCKLEY

39 Hammond Street, Bangor, Maine

January 14, 1932

Amended March 19, 1932

Amended April 20, 1932

