

1959

Design for '59: 1834-1959 Quasquicentennial City of Bangor, Maine

Gordon W. Clapp

125th Anniversary Steering Committee

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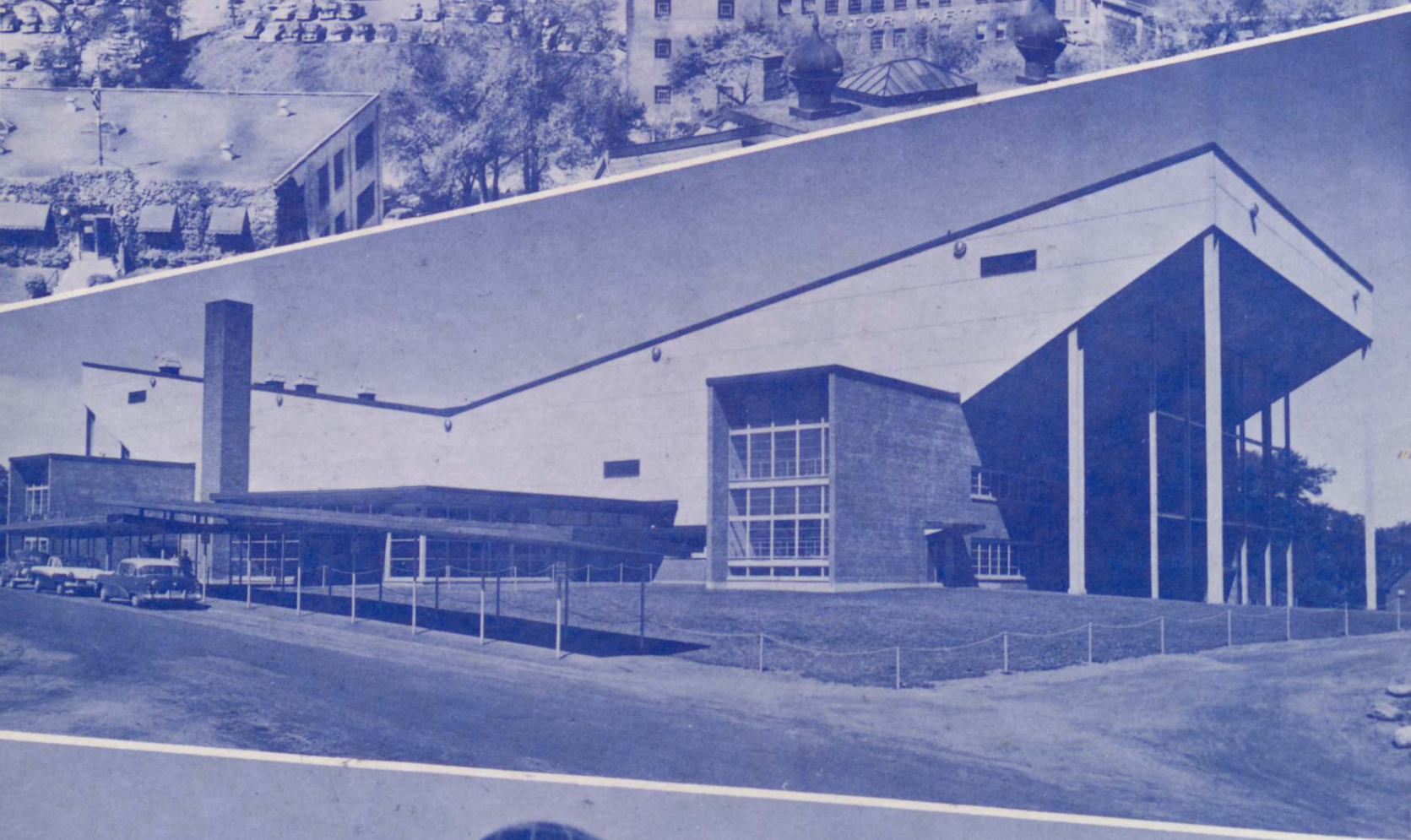
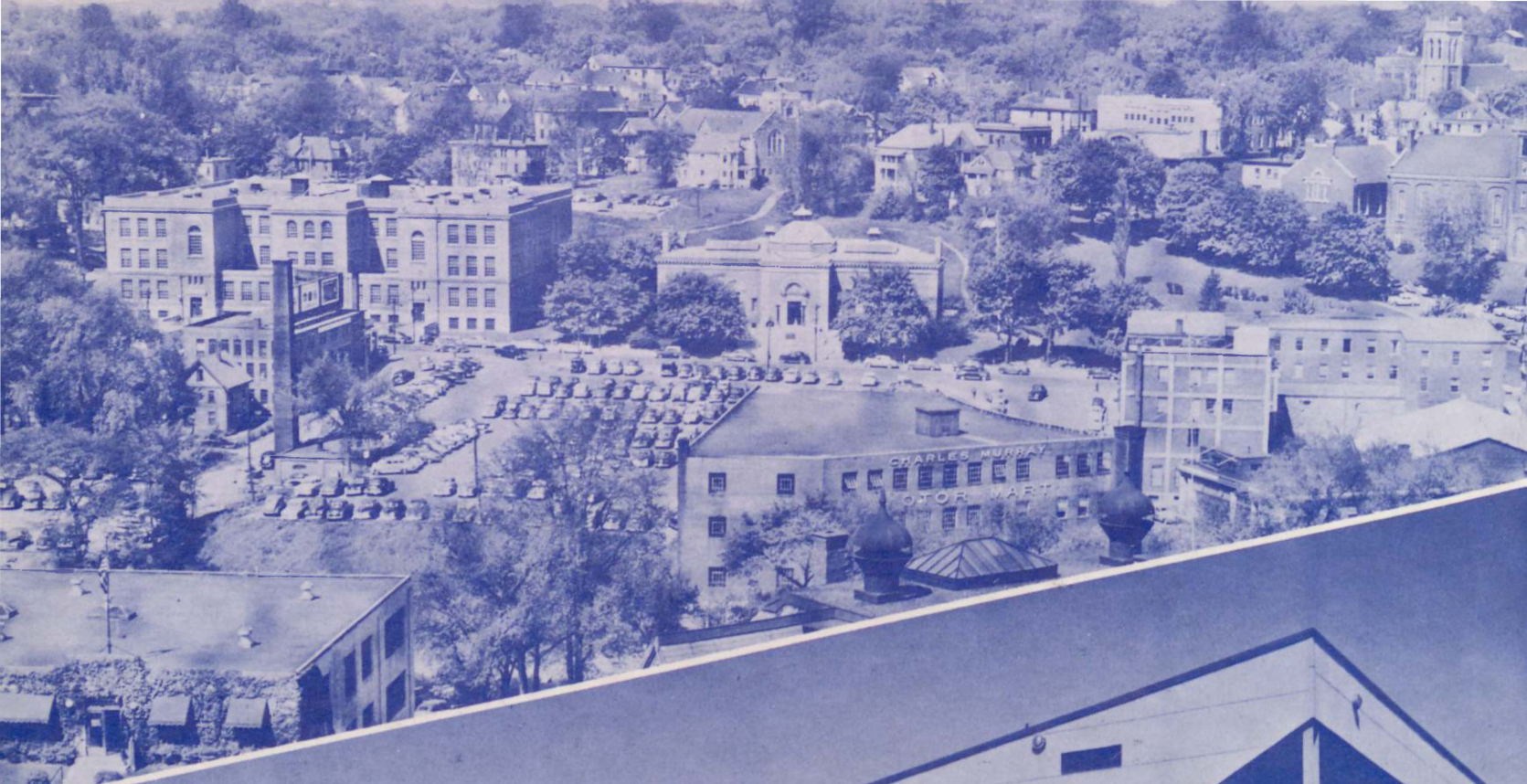
Design for '59



Quartqui Centennial

CITY OF BANGOR, MAINE

A Full Year of Observance

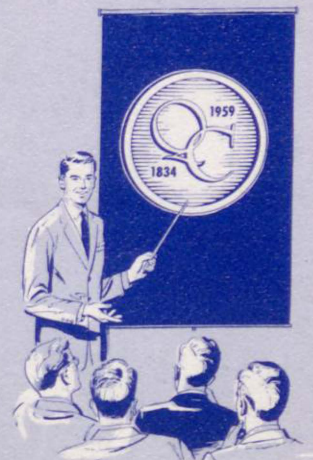


THIS IS THE DESIGN FOR '59 . . . BANGOR'S YEAR OF DESTINY

The idea grew out of the thinking of a number of men who turned to Gordon W. Clapp, youthful public relations director of Bangor's daily newspaper. Clapp, soon to become chairman of the committee charged with working out a plan and effectuating it, picked up the ball and ran with it. The idea was simple - - why not have a celebration honoring the 125th Anniversary of Bangor's incorporation as a city. Clapp started by calling together a group of civic-minded business men to discuss the thought and to "kick it around" and kick it around they did. The result wasn't just a plan for a celebration for one day, or a week or even a month - it was a gala, tremendous year-long celebration aimed at commemorating the City of Bangor's 125th birthday and providing the State of Maine and New England with the biggest promotion and fun filled event in their history.

The time seemed right. Maine's tourists and summer visitors annually bring up to \$500,000,000. into the State. The City of Bangor, Maine's liveliest and most alert city, already the commercial and vacation hub of northern and eastern Maine was ripe for new direction and guidance channeled at doing an even better job of pleasing its visitors and its own people. The enthusiasm and willingness to participate demonstrated by all those who were asked their opinion, was the clincher. Decision was made to go ahead and turn thoughts into action and the following pages will unfold to you the master plan, A design for '59. It is a plan guaranteed to make a bigger, better, busier Bangor for its inhabitants, its visitors, and its guests.

One of the first problems facing the 125th Anniversary Steering Committee (a name that seemed to describe the duties of the Committee as well as any) was to choose a title for the year-long program. A search of the dictionary and of reference books quickly brought out that while a 100 year celebration was a centennial and a 150 year anniversary was a sesquicentennial, so far as could be determined, no one had coined or used a word meaning 125th. Bangor's scholarly City Librarian L. Felix Ranlett searched the stacks and consulted all the authorities available to him, then turned to Dr. Throckmorton, Professor of the New Testament at the Bangor Theological Seminary. Dr. Throckmorton, by going back to Latin and the ancient Romans, invented a new word, meaning "more by a quarter" and with an adroit dropping of a few surplus letters, it came out Quartqui Centennial. Now Bangor's mammoth birthday had a name and a nickname - QC. The program was off and running.





The next move was official recognition and sanction by the Bangor City Council. Bangor's burghers, in regular Council meeting July 22, 1957, unanimously passed an order containing a resolution on the aims and objectives of the program and created the 125th Anniversary Steering Committee as an official committee of the City of Bangor.

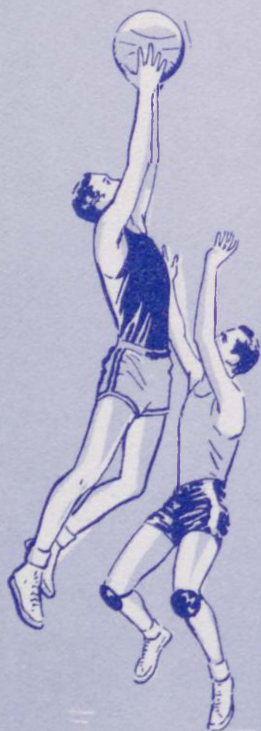
Having been made an official arm of the City, the Steering Committee proceeded to provide the rest of the body. Using the good past of Bangor as a platform from which to tell the world how fine the city has now become, the Committee aims to signalize the past, promote the present and dramatize the future of Bangor, the Queen City of the East. Here is the plan, month by month and event by event. Here indeed, is an opportunity for all the citizens of Bangor to work together for Bangor's finest year. It is a once in a lifetime chance. For years, the talk of the northeast will be of Bangor's 1959. Here is our Design for Fifty-nine. Bangor's Quartqui Centennial program.

JANUARY

At the stroke of midnight, December 31, 1958, the formal opening of the gala celebration will be heralded by the blowing of all the sirens in the City, the ringing of church bells and reading of the Anniversary proclamation by the Mayor of Bangor on all Bangor radio and television stations. The promotion committee will offer to all hotels, restaurants and party givers an assortment of balloons, napkins and favors carrying the Anniversary seal. Midnight will usher in the happiest, gayest, most prosperous 365 days in the City's history.

Commencing January 1, the Bangor radio and television stations will carry distinctive station break QC signals and the Bangor Daily News, Maine's largest daily newspaper, will inaugurate a special mast-head to be used throughout the year.

The first big event of 1959 jumps the gun a bit. The Downeast Classic, Maine's first college invitational basketball tournament is scheduled to begin on the evening of December 31 and will continue on January 1, 2 and 3. Sponsored by the Bangor Daily News Charities, Inc. with all proceeds going toward recognized charities, the Downeast Classic will bring together the varsity quintets from Tufts College, Wesleyan University, University of Maine, Rutgers University, Bates College, Bowdoin College, St. Michael's College and Colby College. Acting as tournament director will be Dr. Rome Rankin, Athletic Director at the University of Maine. The site of the first-in-Maine Downeast Classic will be Bangor's tremendous new City Auditorium. Seating 7500 people, all seats with a perfect view of the playing floor, the New Auditorium makes a perfect setting for the first jewel in Bangor's 125th Anniversary



crown. This second largest auditorium in New England (only the Boston Garden is larger) assures ample seating for avid basketball fans from all over New England.

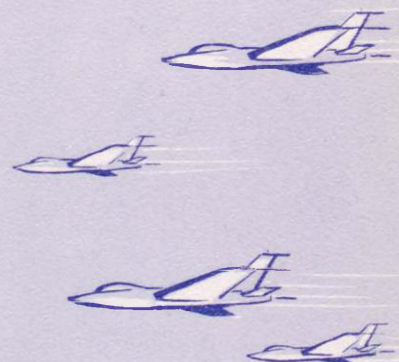
On the second Sunday in January, all Bangor churches will hold special services thanking the Almighty for spiritual guidance received during our years of growth and progress. These will also be services of re-dedication — to make Bangor an even better place to live, work and play. Special interdenominational services will be held at the Dow Air Force Base Chapel. The Air Force Base, a busy, bustling Strategic Air Command bomber and missiles facility, home to around 4,000 men in Air Force blue, has ambitious plans to prove it is a full fledged partner of the City of Bangor. Dow has offered its many facilities to the Steering Committee and given the Committee one of its most valuable members in the person of affable Deputy Wing Commander and former Base Commander, Col. Charles E. Lancaster, Jr.

To give Bangor's youth a part in the QC year, January is contest month in Bangor. For the very young, there will be a scrap book contest depicting the Queen City's past, present and future. In the secondary schools, an essay contest will be held. Its theme will be — Bangor, City with a Future. Contests will also be staged for adults. Under the direction of Bangor's national award winning photographer, Edward Baker, a contest to find the oldest photograph of Bangor will have all the folks in eastern Maine scurrying through attics and poring over long forgotten albums. Weekly winners will be published in the daily newspaper and telecast on TV. Another event will be an art and drawing competition under the auspices of the Bangor Art Society.

Under the direction of Chairman L. Felix Ranlett, the Historical Committee will begin a series of interesting exhibits comprised of old photographs and historical items on the Bangor Public Library. There will be an ever-changing display of Bangor's past.

In 1959, the Norman N. Dow Post, #1761, VFW, will celebrate VFW Week in Bangor. As a highlight of this observance, the VFW National Commander will be invited to visit our City. The American Legion, with its two Bangor posts, also is making plans for a special celebration and a visit by top American Legion officials including their National Commander.

During the Downeast Classic, the four host colleges of Maine, the University, Bates, Bowdoin and Colby, are planning to hold their regional alumni meetings here. At this time, Bangor will have the opportunity to honor a large group of young college men at a number of social gatherings.





FEBRUARY

Paul Bunyan, the legendary giant lumberman, was born, raised and spent his mature days in Bangor. Obviously the stories of his days in Minnesota were conceived by inaccurate historians of that region, who were misled by early promoters.

There is no question about it. Paul Bunyan was born a Bangor boy, lived here in his youth and achieved world-wide acclaim for his tremendous tasks as a mountain-mover, lumber-lugger, tree-toppler and all-around king of lumber jacks here in Bangor, Maine. As history so well proves, Maine's lumbermen, inspired by the example set them by Bunyan himself, made Bangor, Maine the world's number one lumber port in the halcyon days of Maine's long lumbering.

Only in his declining years did Paul Bunyan wander out to Minnesota where in his dotage, a few of his routine tasks which in Maine would have gone unnoticed, were seized upon by the Mid-Westerners. They, not having much to talk about and not being very truthful, glamorized these puny performances into a fanciful legend.

Maine people in Bangor, being truthful, and not given to boasting, have remained silent until now, but it is time to lay the ghost and claim our own. Bunyan, Bangor's boy, will be honored by his home town, and so with the facts set right, the Anniversary Year takes on carnival aspects as Paul Bunyan Days are celebrated February 8, 9, 10 and 11. Sponsored by the Bangor Junior Chamber of Commerce, Maine's largest Jaycee organization, there will be four days jammed with winter carnival sports, contests, balls and parades. Scheduled are winter sports at Bass Park, city-wide ice sculpturing, flap jack eating contest and a marathon snow-shoe race to Bangor. Also, a carnival parade, the biggest liar's contest, a teenage dance with a big name orchestra and a square dance jamboree.

Then on Tuesday night, February 11th, comes the glittering, glamorous epic of pageantry as the Anniversary Year Queen is crowned; her domain, the City of Bangor; her reign, all the Anniversary Year activities. The coveted queen's award will go to some lucky Bangor miss chosen in a contest to be conducted in January. After the queen's coronation, the ball of the century will be held. It will be a fitting climax to four days and nights of gaiety.

Bangor's birthday coincides with that of Abraham Lincoln. Exactly 125 years ago on February 12, 1834, Bangor was incorporated as a city. It seems only fitting and proper that a major tribute should be paid on this day to President Abraham Lincoln, his vice president, Bangor's long-time resident, Hannibal Hamlin and to Bangor itself. All of these factors will be wrapped up in a terrific tribute on February 12.



Bangor's school children, public and parochial, some 7,000 strong, will pour into the New Municipal Auditorium where they will be part of a startling program. Picture this vast arena filled with children, each with an American Flag. The Bangor Symphony Orchestra plays stirring music associated with Lincoln and Hamlin. Then as the music fades, a nationally known personality such as Charles Laughton or Raymond Massey will lead all 7,000 children in a recital of Lincoln's famous Gettysburg Address. This program is sure to attract favorable national publicity and tentative plans have been made for national radio and television coverage. It is certain to be an emotional experience long to be remembered by the participants and the many millions who will see and hear it. Tied into the program will be appropriate ceremonies at the Hannibal Hamlin memorial statue and day long visits to Mr. Hamlin's Bangor home, now owned by the Bangor Theological Seminary. February 12, 1959 will be a day to mark well. This memorial tribute will be staged on a scale never before attempted in Maine.

MARCH

Bangor's many fine spring shows will be bigger than ever in 1959. Starting the parade of spectacles will be the fabulous extravaganza of the ice show world, The Ice Capades. In Maine's only showing — Walter Brown's Ice Capades, with new and exciting features will attract many thousands of fans from the length and breadth of Maine.


Another regular Bangor visitor will be the Anah Shrine Circus; heralding the arrival of spring. Bangor's large civic auditorium lends itself well to a 1959 circus. With the passing of the large tent shows, an indoor arena such as only Bangor has in Maine is necessary for a performance as large as a circus.

A new show planned for March is Bangor's Better Homes Exposition. To be held in our new auditorium, a veritable world's fair of furniture, appliances and home furnishings will be spread before the people of Maine. This event with its tempting prizes and attendance attracting features will draw a myriad of people to Bangor.

The bigger and better than ever 1959 edition of the Sportsman Show will thrill all outdoor enthusiasts. The promoters of this largest show of its type in eastern Maine, are going all out right now in lining up events, displays, exhibits and performances never before seen in the Bangor area.


More exciting high school basketball could be in store for our fans in this area, for an invitation has been extended to the New England High School Tournament. This is annually held in the Boston Garden and thousands of people flock to "Bean Town" each March to witness New England's top high school aggregations compete for the six-state championship.






On Easter Sunday, March 29, weather permitting, Bangor's Mall will be the scene of an Easter parade of fantasy . . . scores of models and families will present a cavalcade of fashions, ranging from 1834 to 1959. Then at 7 PM, in the New Auditorium, a century and a quarter of well-known hymns will be sung by the mass choirs of Bangor's churches.

APRIL



During April, two new events for Bangor are on the schedule. Timed to arrive with the stirrings of spring fever is the First Annual Spring Garden and Outdoor Living Exposition. On display for the edification of flower lovers and gardening addicts will be arrangements and exhibitions of beautiful spring flowers. Shown to advantage in the spacious Civic Auditorium will be everything conceivable for the gardener and all types of accessories for gracious outdoor living.

Bangor is fortunate in that it is the proud possessor of a brand new regulation size swimming pool at the Bangor YMCA. This new third-of-a-million dollar pool will be the site of an invitational aqua-meet and water show. The Bangor YMCA pool is the only facility of its type in existence in eastern Maine which is suitable for a major aqua extravaganza. Thrilling water competition and beautiful aqua ballets will be the order of the day in Bangor in April.



The spring months will bring to Bangor two area music festivals. The Eastern Maine Music Festival with competition between 15 to 20 high schools has been asked to come to Bangor with band members and their proud parents from the eastern half of the state. An invitation has been extended to the All State Music Festival. This activity could bring to Bangor 600 top high school band musicians. They are winnowed out after auditions held in all Maine communities and the talented youngsters chosen are trained and rehearsed for several days until they perform as one tremendous integrated musical unit. These two activities will use the facilities of Bangor's Bass Park and New Civic Auditorium.

MAY

A month full of Anniversary activities . . . something for everyone, young or old. The month opens with a May Pole Dance Festival, sponsored by the Bangor YMCA. The Savoyards will present a recent musical comedy with a giant cast.

Always a popular event in Bangor is the Salute to our Armed Forces. The 1959 plans for the Salute to our Armed Forces in which we honor the men and women serving on active duty in all branches of the service,

will exceed any effort in the past. In the morning there will be a gigantic parade in Bangor with participating units from all over Maine, including many colorful bands. In the afternoon, the biggest Open House observance ever conducted at a military installation in New England, featuring all types of aircraft exhibits and demonstrations, will be staged at our Strategic Air Command Base, Dow. Mark this down on your calendar as one of the truly great days during the year.

A special Mothers' Day program, honoring the mothers of famous Bangor men and women is being scheduled for this eventful month, along with Memorial Day services honoring Bangor's men and women of all wars.

You have heard of the famous 500 mile racing classic at Indianapolis held each year on Memorial Day. Well, in Bangor on this day, will be the first 125 mile sports car classic. Scene of this thrilling attraction will be the Fair Grounds. And in conjunction with the race, will be an exhibition of sports and foreign cars of all makes in the oval. The combined events should attract people from every section of Eastern Maine.

JUNE

In June the tourist begins to make his appearance on our street. The tourist business in Maine means upwards to \$500,000,000. a year. Every tourist means some form of business for our Bangor merchants and Bangor intends to treat its visitors well.

First, the Anniversary Merchandising Committee has outlined a broad program of Clean-up, Paint-up, Fix-up in order to make our city gleam and shine. To further beautify our city, the Merchandising Committee is arranging for floral decorations on lamp posts and the addition of the official Anniversary Seal to lamp posts along our main streets. In general, there will be a beautification and modernization program tied-in with an alert merchandising campaign in order to create sales to Bangor. Manufacturers, distributors, and realtors alike are asked to take advantage of the 125th Anniversary spot-light by conducting fashion shows, cooking schools, demonstrations, auto shows and other like events; conduct prize drawings, give souvenir gifts, merchandise and promote their businesses.

June is Dairy Month and the dairy industry salutes Bangor. Visitors will come from far and near to attend the first annual Milk and Dairy Products Fair and Live Stock Show to be held at the Bangor Fair Grounds. Beautiful prize herds and striking Dairy Industry exhibits and displays will highlight the dairy exhibition.



JULY

Native sons and daughters from all points of the compass will head for home during the month of July, for that's when the Anniversary Year takes on the festive aura of a gala-homecoming month. And what a welcome home for the returning sons and daughters on the third, fourth and fifth of July. A monstrous old fashion homecoming picnic with games and contests for all the family—pie eating contests, band concerts, parades. For those who like the thrill of water sports, a gigantic water carnival and outboard racing regatta on the Penobscot River, as well as boat cruises. To top the day, there will be a monstrous display of fireworks.

Highlighting the three day celebration will be a salmon roast at Bass Park. Staged in the manner of the Lobster and Broiler festivals, this gigantic outdoor event, unique in Bangor, will attract thousands of visitors. On the menu will be salmon, green peas and all the "fixins". Held in conjunction with the big event at Bass Park, will be an exhibition of the products of a number of Bangor-located industries. On the evening of July 3, a name band will hold forth at the New Municipal Auditorium attracting the young in spirit as well as body from the greater Bangor area. Genial John Chapman of Bangor House fame has agreed to head the committee making all the arrangements for the Fourth of July Weekend.

In the planning stage at this time is a daily event for the enjoyment of the many tourists and visitors staying in Bangor during July and August. The Steering Committee is investigating the possibilities of a daily exhibition of the crafts and traditions of the very first inhabitants of Bangor, the Penobscot Indians. Located only a short distance from Bangor is one of the two Indian Reservations in Maine. A daily entertainment program for the well over one hundred tours staying overnight in Bangor during the July-August tourist rush would serve to extend the stay of these visitors. An announcement will be made by the Steering Committee when this project has been firmed.

July is golf month in Bangor. With the Penobscot Valley and the Pinewood Country Clubs in the Bangor area, the month lends itself well to a number of events on the links. On the planning board is a Bangor City Championship tournament to be held at the beautiful Penobscot Valley Country Club. A bid is to be made for the 1959 Maine State Amateur Championship Tournament and a committee is working now to promote the first Maine Open, a tournament designed to attract top professional and amateur players from all over the nation. If this committee is successful in obtaining the necessary prize money for the Maine Open, Bangor would reap a bonanza of favorable national publicity as well as attracting many ardent golfers and fans to watch this event.



The next event defies description. It's the Anniversary Exposition — two weeks of the largest fair ever presented in Maine with national and international exhibits. The panorama of Maine's industrial and commercial output will be on display. Extravagant productions, amusement zone, everything that goes into the making of a gigantic World's Fair, will be here in Bangor the last two weeks of July in 1959.

To open the Anniversary Exposition will be an outstanding parade of floats, bands, marching units, and costumed riders. Kleig lights will bathe Bangor's main streets in a rainbow of colors as the procession wends its way to the Exposition Grounds. There the extravaganza will pass in review in front of the grandstand.

The 125th Anniversary Steering Committee, working closely with Thomas Mourkas and his colorful annual Bangor Fair, plan to send a man out to scour the nation in an effort to line up top notch exhibitors. The combination of the proved attendance attracting ability of the Bangor Fair with its agricultural exhibits, two weeks of pari-mutuel running horse racing including night horse racing, the ever popular World of Mirth Shows together with the added potential of a well run and staged exhibition should give Maine a summer fair and exhibition spectacular of a caliber never yet attempted.

AUGUST

August 1959 looms large on the Anniversary celebration schedule. Two big events will draw visitors to Bangor from all corners of New England and the State.

Event number one. From 1897 to 1926, Bangor's Annual Music Festival, under the direction of William R. Chapman, gained national attention. In the planning stages now is the re-birth of this famous musical event. It is planned to make the Maine Music Festival a yearly event so big that people will plan from year to year to visit Bangor during the week of the Festival to see and hear the finest music in the world performed by the world's great artists. The program will feature a delightful light opera, such as *Roselinda*, with world famous stars; a symphony of 75 pieces, under the baton of a nationally known conductor; an oratorio with a 300 voice chorus and a gala concert night, featuring some of the most famous music personalities of our times.

With interest in baseball at its peak at this time, the program does not intend to overlook our great "national pastime", and especially our future Big League greats. So a bid has been submitted to hold the State Little League playoffs in Bangor in August, with a famous Major League star throwing out the first ball and in attendance at all the championship games.





SEPTEMBER

Month number nine of the Anniversary year brings the last weekend of summer. Labor Day 1959. Bangor has become the wholesale marketing, manufacturing, and retail hub of central and eastern Maine due to its abundant supply of competent, skilled and loyal workers. On Labor Day 1959, organized labor will pay tribute to Maine's fastest growing city during the year of celebration. Special ceremonies will be held and Industry will open its doors to the public. The Industrial Committee's aim during the year is to develop appreciation of and promote Bangor's industry by three major events.

1. Business-education days.
2. A banquet to honor industrialists.
3. Exhibitions of Bangor's products.

The Industrial Committee will show how business and education are working together for a Bigger, Better Bangor.

Bangor's industries will be open to school children for guided tours and the schools will demonstrate to industry the resources and facilities in schools to help industry, such as vocational programs and journeymen training. There will be exhibition programs for Bangor citizens and visitors, and static displays of products and processes of Bangor industry strategically located. Exhibition locations will be the railroad station, airport and lobby of the new Bangor Auditorium.

We will honor our industrialists with an Appreciation Day banquet on October 9. The committee will single out those for special recognition who have shown growth and progress through capital improvements, expanded payroll and the introduction of new lines. These industrialists will be awarded trophies. The program will be held in the Bangor Auditorium with band music, dinner and an address by such a national figure as the Secretary of Commerce. To recapitulate, the Industrial Committee, during the Anniversary year, will sell local industry to people, sell schools to industry, recognize outstanding industrialists and exhibit our wares to all visitors. A Bigger, Better, Busier Bangor will grow with industry.

On the sporting scene, a committee is at work to bring the Maine Horse Show to Bangor during this month, to be conducted at Bass Park. The Show would be preceded by a parade of the State's most beautiful and colorful horses.

OCTOBER

October is the harvest month and the big event for the small fry during the Anniversary Year will be Halloween. On Halloween night, the Anniversary Committee and Recreation Department will stage a

nighttime parade of the horrors. Imagination will run riot as harried parents try to come up with new and novel costumes for their offspring. Dances for the teenagers will be held to give the young of the city a night they will long remember.

NOVEMBER

November 1959, a month to pause and reflect on the many blessings that Bangor has received as a city. To dramatize the growth of the city and to portray the city's faith and hopes on Thanksgiving Eve and again on Thanksgiving day, an historical pageant extravaganza entitled "From Whom All Blessings Flow" will be produced at the Bangor Auditorium. This gigantic stage production will feature a cast of hundreds of Bangor citizens.

The pageant will depict the dramatic and spectacular past, the ever-changing present and the dynamic future of our City.

November will find Santa Claus coming to town. Never one to disappoint the children, the Bangor Merchants Bureau will again present their salute to Santa Claus as he arrives in Bangor to reign over the holiday season. Santa's arrival traditionally falls on the Friday following Thanksgiving. You can be sure that the 1959 edition of Santa's arrival will be the most glittering, exciting ever seen. Count on 20 to 25 thousand spectators to jam Bangor for this big Anniversary event.

DECEMBER

As the last month of Bangor's mammoth year long celebration comes into view, Bangor's citizens and guests will still be provided with events and programs. A 10 day community carol singing program will be carried out at Merchants Square in Bangor. Each evening, for ten days, a different group dressed gaily in the colorful costumes of the England of Charles Dickens will present a program of carols for the Christmas shoppers. This will be climaxed by all ten groups joining in a 300 voice caroling chorus on Christmas Eve. It is also planned to present this carol program during the Christmas season of 1958 as a prelude to the Anniversary Year.

A City-wide Christmas lighting program will make Bangor a fairyland of color. Again in December 1959, the second annual Downeast Classic will take place. The 125th Anniversary Steering Committee already has inquired from schools such as the University of Rhode Island, New Hampshire, Princeton, Amherst, Williams, Yale, Boston College, University of Pennsylvania, Cornell and Columbia. These schools have indicated they want to be a part of the 1959 Downeast Classic.



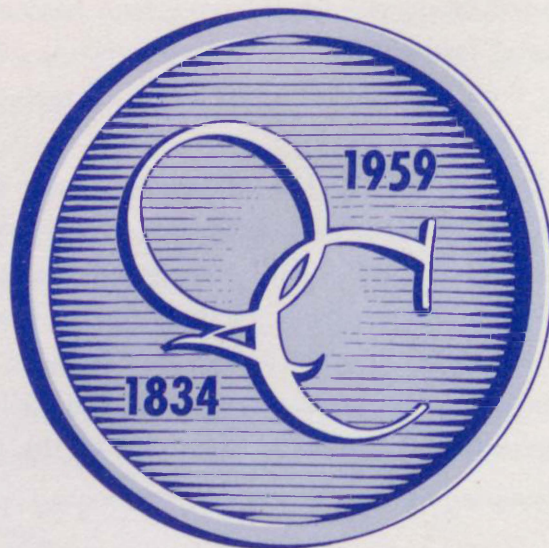


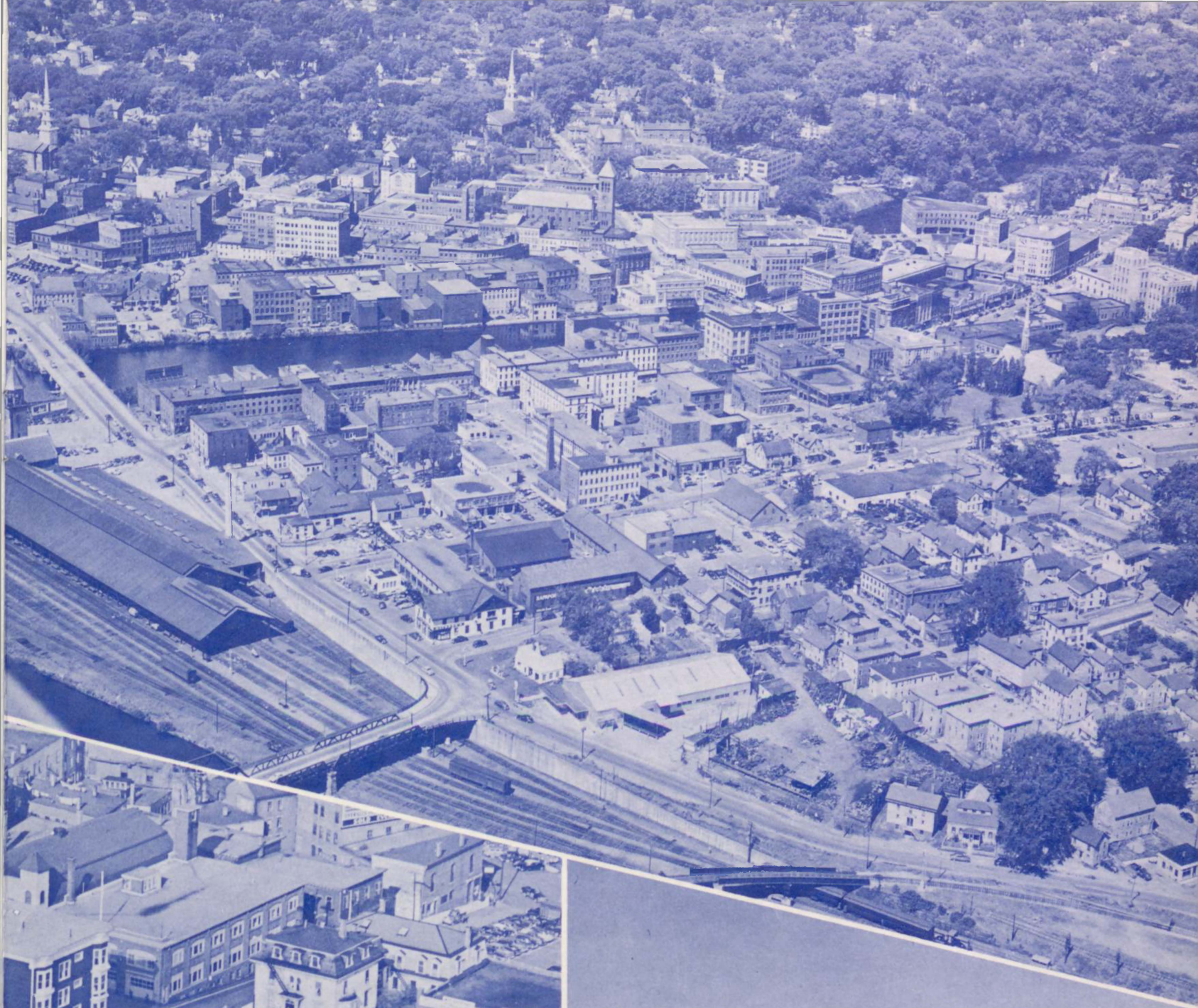
A final event will be the burying of a time capsule containing photographs, programs, recordings and movie films of the Anniversary Year. This capsule will be dug-up when Bangor celebrates its 250th Anniversary.

Many activities will extend throughout the entire Anniversary Year. It is planned to mark 25 historic sights of interest to visitors and tourists. Bangor's varied and interesting past provides many such sites. For example, the home of Hannibal Hamlin, Lincoln's Vice President, the landing spot of Samuel De Champlain, intrepid French explorer of the 1600's who spent a period of time in the virgin forests of Bangor, 10,000 copies of a special tourist map are in preparation, 20,000 copies of a program of the historical and educational events of the Anniversary Year are being printed. Guided tours of Bangor's schools, museums and public buildings are planned.

The 125th Anniversary Convention Committee is hard at work lining up conventions and meetings for 1959. They are mounting a coordinated drive by their own members and all Bangor organizations to attract as many visitors to Bangor as possible.

There will be advertising in state and regional newspapers, on radio stations and on television. This advertising program will be carried on by the Promotion Committee to bring the facts of our Anniversary Year to as many people as possible. A direct mail campaign will be carried on, aimed at Chambers of Commerce, airlines, railroads, travel bureaus, bus lines and national exhibitors. Bumper strips, post marks and window streamers will be available. Attractive souvenirs will be offered at reasonable prices to our visitors by Bangor merchants. There will be a constant stream of promotions aimed at calling attention to Bangor and its Anniversary Year. All Bangor is united and determined to make 1959 a year to remember. This is our design for '59.









Design for '59

125th ANNIVERSARY

CITY OF BANGOR, MAINE

A Full Year of Observance

Twelve months of the biggest, most action-packed program ever undertaken in a city the size of Bangor, with the goal of attracting at least 1,000,000 new visitors in 1959

JANUARY

Special New Year's Celebration — Downeast Classic, College Basketball — Special Religious Services — Historical Exhibits.

FEBRUARY

Paul Bunyan Days — Winter Carnival — Crowning of Anniversary Queen — Lincoln-Hamlin Day Anniversary Commemoration.

MARCH

Ice Show — Circus — Better Homes Exposition — Sportsman's Show — Easter Parade.

APRIL

Spring Garden and Outdoor Living Exposition — Invitational Aqua-meet, Water Show — High School Music Festivals.

MAY

Musical Comedy — 125 Mile Sports Car Classic — International Sports Car Show — Largest Armed Forces Day Celebration in the East.

JUNE

Dairy Month Exposition — Livestock Show — City-wide Beautification Program — Merchandizing Shows.

JULY

Brilliant Fourth of July Celebration — 125th Anniversary Open Golf Tournament — Quattqui Centennial Exposition and Fair. Displays — Spectaculars — Water Carnival — Outboard Racing Regatta — Homecoming Month.

AUGUST

Maine Music Festival, Symphony, Oratorio, metropolitan stars — Maine State Little League Championship Baseball — Championship Golf.

SEPTEMBER

Labor Day — Parades — Contests — Exposition on Bangor Products — Business Education Days.

OCTOBER

Bangor Industrial Week — Sensational Halloween Celebration — Parade — Harvest Festival — Square Dancing Classic.

NOVEMBER

Inspirational Historical Drama — Thanksgiving Commemoration — Arrival of Santa Claus — Holiday Parade.

DECEMBER

Christmas Lighting Contest — Community Carol Sing — Downeast Classic — Burying of Time Capsule.

A FULL YEAR OF OBSERVANCE

Daily events of interest to residents and visitors; advertising in Maine, New England and the Maritime Provinces on television, radio, in newspapers and magazines. Other projects to make 1959 Bangor's biggest year since its founding, and to lay the groundwork for the city's continuing growth as an active, progressive, prosperous center of business, industry and culture.

A BIGGER, BETTER, BUSIER BANGOR

The Need

A minimum of \$125,000 in voluntary subscriptions, over and above the \$25,000 appropriated by the City Council to date, is needed to finance promotion of the 125th Anniversary celebration in 1959.

The goal is a reasonable one, based on a carefully calculated budget reflecting definitive plans for the promotional program developed through the efforts of the group of civic leaders listed on the back of this folder.

In broad outline, the proposed budget includes the following items

Administrative Expenses	\$17,000
Exhibition and Exposition Expenses	12,000
Office Expenses	16,000
Expenses of the Industrial, Convention, Lincoln-Hamlin Day, Historical and other committees	11,000
Publicity and Advertising (national, regional and local)	84,000
City-wide Beautification and miscellaneous expenses	10,000

	\$150,000
Less City Council appropriation	25,000

MINIMUM NEEDED IN VOLUNTARY SUBSCRIPTIONS \$125,000

Who Should Subscribe and Why

While everyone who lives and works in the Bangor area has a stake in the success of the 125th Anniversary celebration, it is realistic to recognize that the basic financing to promote the project must come from a limited number of subscribers. The experience in similar development projects elsewhere indicates clearly that we can expect 70 to 80 per cent of the funds to come from selected sources including the business, industrial and professional community; leading individuals and families; and influential civic groups and organizations.

The pace setting support required of these relatively few sources has two strong motivations:

1. PRIDE in the more rapid growth and increased vigor of Bangor which will result from the Quartqui Centennial celebration; and
2. PROFIT and PROSPERITY which will be greatly enhanced through the stimulation of activity and the influx of people to Bangor — PROFIT and PROSPERITY not only in 1959, but also in subsequent years as a result of making Bangor a better known center of shopping, production and culture.

The Two-Year Share Plan

Since high level support for the Quartqui Centennial is actually an important investment in the well being of the city, it is appropriate that shares be awarded to the major subscribers designating their generosity and their concern for the growth and development of Bangor.

Each share represents a gift of at least \$125 — and if the goal is to be reached, the amounts contributed by leading subscribers must account for large blocks of shares.

To make possible the necessary contributions toward 100-share, 50-share, 10-share and smaller blocks, participants are encouraged to complete their subscriptions in two installments, payable at their convenience in 1958 and 1959.

This two year share plan has the two-fold advantage of requiring only half the cash at any one time and of permitting the subscriber to take full advantage, in each of two calendar years, of the tax benefits described below.

The Tax Advantages

Subscribers to the City of Bangor for the 125th Anniversary celebration are entitled to federal income tax deductions up to 20 per cent of an individual's or married couple's taxable income in each of the two years, or up to 5 per cent of a corporation's net income. Additional tax savings may be effected by contributing securities that have increased in value since the current market value can be deducted but no capital gains tax need be paid on the increment. Subscriptions from business organizations in similar ventures have been fully deductible as a business expense.

TO SHARE ABUNDANTLY IN BANGOR'S FUTURE PROSPERITY . . .
BUY SHARES IN BANGOR'S 125th ANNIVERSARY OBSERVANCE



Quartqui Centennial

CITY OF BANGOR, MAINE

1834 - 1959



CITY OF BANGOR, MAINE

125th Anniversary Development Fund

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HORACE S. STEWART, JR., Chairman, Advance Gifts Committee

HOWARD L. COUSINS, JR., Chairman, Corporation Subscription Committee

RUSSELL V. LATHROP, Chairman, Special Gifts Committee

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Horace S. Stewart, Jr., Treasurer

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CAMPAIGN HEADQUARTERS

Bangor City Hall

Bangor, Maine

Telephone 2-6361

M E M O

July 21, 1958

To: Anniversary Steering Committee

From: J. Dan Baldwin

Subject: Suggested Daily Tour for City of Bangor During the
Tourist Season of 1959

Mr. L. Felix Ranlett has been kind enough to prepare the following suggested tour and in our opinion has done an excellent job.

If the proposed tour is approved by the Steering Committee we will contact the Hudson Bus Company, Bangor & Aroostook Railroad and Randall Taxi Company in an effort to put the program into effect.

TENTATIVE ITINERARY FOR SIGHTSEEING TOUR OF BANGOR, 1959

If tour starts at Queen City Motel, come down Hammond Street Bulge to Industrial Spur. At Odlin Road point out Dow Air Force Base (both flying area and munitions dump), Interstate cloverleaf, and industrial buildings.

Proceed down Industrial Spur to Main Street and north on Main Street. Point out State Armory and old and new auditoriums, Maine Central RR freight yards, river, and Brewer shore.

Stop at Bangor House (Union Street entrance) to pick up additional passengers. (Or tour might start here.) Point out central fire station.

Proceed Short Street to Washington Street, (point out Fickering Square where open air market used to be), across Kenduskeag Stream (point out basin and view of city, and Union Station), to Exchange Street, (point out site of Hell's Half Acre), to Penobscot Hotel to pick up additional passengers.

Proceed up York Street to Broadway. At corner of State Street, point out All Souls Congregational Church designed by Ralph Adams Cram with windows by Charles J. Connick, and modern Church School building.

Proceed up Broadway. Point out fine residences and John Bapst High School and Broadway Park.

Congress Street to Center Street, (point out Christian Advent, First Baptist--with Paul Revere Bell--and Universalist churches, and Tarratine Club), to Park Street to Harlow Street, (point out Post Office, and B & A RR office building--Graham Building) to Central Street.

Park on left side of Central Street opposite bus station. Discharge passengers to walk through Norumbega Mall with guide to view Hannibal Hamlin Statue, Champlain Monument, Penobscot Expedition, 1779, gun. Bus proceeds with driver from Central Street to State Street, and stops on left at Norumbega Mall to pick up passengers and guide who have walked through.

Proceed up State Street, down Boyd Street, York Street, (point out St. John's Catholic Church), up Newbury Street to State Street.

Continue on State Street, (point out Eastern Maine General Hospital, site of first settlement, Salmon Pool , municipal water works, Bangor State Hospital, Penjejawock Stream (Meadowbrook Stream)--site of Indian settlement) to lower gate of Mount Hope Cemetery.

Circle through cemetery to see Civil War monument and hill where big lumber operators and ship captains are buried with view of river. Leave through upper gate to State Street.

Proceed west on State Street. Circle through Crystal Cascade Park. Continue west on State Street to Summit Avenue.

Up Summit Avenue, (good residential district) to Garland Street, (point out Garland Street Junior High School) to French Street to Somerset Street, to Park Street, to Harlow Street, (point out Riverdrivers Statue, Bangor Public Library, and High School) to Valley Avenue and through Morse's Mill covered bridge (tell about bridge and previous covered bridges.)

Continue Valley Avenue through Kenduskeag Gorge, (point out Maxfield's Mill and Lovers' Leap--very scenic--and high bridge of Interstate Highway, and site of old salt mill--waterfall) to Kenduskeag Avenue to Griffin Road.

Proceed across Bullseye Bridge (explain name of bridge) to Union Street.

Proceed southeast on Union Street, (point out Dow Air Force Base and planes parked), to Highland Street, to Summit Park--Thomas Hill. Point out Bangor Children's Home and view of city. Stop in park. Go up water tower to observatory platform. (Must arrange with city to have this open and in condition. It has been closed for years. It is a top notch view and would also be a good place for a souvenir and candy stand.) Five minutes on tower to see view and buy post cards.

Circle back Highland Street to Union Street, to West Broadway (see fine residences) to Hammond Street, to Cedar Street, to Pond Street.

Drive through grounds of Bangor Theological Seminary (founded 1814) to Hammond Street, to Fifth Street, (point out Hannibal Hamlin House, now residence of the president of the seminary) to Cedar Street, to Second Street, (point out Symphony House) to Union Street, to High Street.

Stop at Bangor Historical Society Museum (corner of Union and High). Allow 10 minutes to view historical collection.

Continue High Street to Hammond Street, (point out court house, city hall, and YMCA) to West Market Square; (point out retail shopping area up Main Street) to Mercantile Square, (point out wholesale district), to Pickering Square, to Washington Street, to old Brewer Bridge.

Cross old Brewer Bridge to South Main Street, Brewer, to new Brewer Bridge (point out Penobscot Expedition Cannon at Wilson and South Main Streets.)

Cross New Brewer Bridge to Bangor (point out waterfront, site of former docks, shipyards, and ice houses.) Comfort stop at Bangor House or Peter's Spa.

Proceed south on Main Street, (point out Davenport Park and battleship Maine memorial) and St. Mary's Catholic Church) to old Auditorium. Discharge passengers to view exhibits.

After suitable time, have original bus return passengers to Queen City Motel and extra bus return others to Bangor House and Penobscot Hotel.

THOUGHT FOR THOSE WHO THINK

THE WRITINGS OF THE WISE ARE THE ONLY RICHES OUR POSTERITY CANNOT SQUANDER.





'59

125th
ANNIVERSARY

BANGOR, MAINE

Invites You!

EXCITING EVENTS ALL YEAR



RR
7/19/58

REVISED FEB. 1, 1936

ISSUED BY
BANGOR CHAMBER OF COMMERCE
BANGOR, MAINE