

The original documents are located in Box D27, folder “Dinner, Reelection Campaign of Mayor Gordon Payrow, Bethlehem, PA, September 22, 1969” of the Ford Congressional Papers: Press Secretary and Speech File at the Gerald R. Ford Presidential Library.

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People and Payrow Dinner

SEPTEMBER 22, 1969



6:00 COCKTAILS

7:15 DINNER

Invocation by DR. RAYMOND S. HAUPERT

President Emeritus Moravian College

8:30 PROGRAM

Toastmaster — FRANK R. BARNAKO

Speaker — THE HONORABLE GERALD R. FORD

Minority Leader
of the House of Representatives

Remarks — THE HONORABLE H. GORDON PAYROW

Mayor
City of Bethlehem

DINNER MUSIC

by

MATT GILLESPIE

People and Payrow Dinner Menu

CHILLED MELON BALLS

RELISHES

ROLLS AND BUTTER

ROAST PRIME RIBS OF BEEF AU JUS

ASPARAGUS POLONAISE

SWEET POTATO A L'ORANGE

LETTUCE AND TOMATO

CHOICE OF DRESSING

GLACE AUX CERISES

BEVERAGE

People and Payrow Dinner Committee

MR. JOHN A. HESKE

MR. JOHN F. NASH

Chairmen

MR. ROBERT H. HOLLAND

MR. AND MRS. LEON McGEADY

MRS. BERNARD COHEN

DR. AND MRS. F. F. MEILICKE

MR. SAMUEL BLACK

MR. FRANCIS B. GOODWIN

MR. GORDON J. ALLAN

MR. AND MRS. DOUGLAS C. PAUL

MR. JAMES E. RAY

MRS. RICHARD L. AMENT, JR.

DR. AND MRS. JOSEPH N. CORRIERE

MRS. FRED T. BEES

MRS. WILLIAM H. MEUB

MR. AND MRS. EDWARD A. GILBERT

MR. AND MRS. THOMAS L. JACOB

MR. AND MRS. THOMAS H. B. BOOTHE, JR.

DINNER LAUNCHING THE REELECTION CAMPAIGN OF
MAYOR GORDON PAYROW, AT 7 P.M., MONDAY, SEPT.
22, 1969, AT THE HOTEL BETHLEHEM, BETHLEHEM,
PA.

*Gov. J. Virgin Isle
Great American*

GOOD EVENING, LADIES AND GENTLEMEN:
I FEEL SO FLATTERED BY THAT MARVELOUS
INTRODUCTION THAT I CAN HARDLY WAIT TO HEAR
WHAT I AM GOING TO SAY.

SERIOUSLY, IT'S WONDERFUL TO BE HERE.
ONE OF THE GREAT THINGS ABOUT A CITY THIS
SIZE IS THAT YOU CAN DRIVE DOWNTOWN IN ABOUT
FIVE MINUTES AND BACK HOME IN ABOUT THE SAME
TIME.

YOU KNOW, THEY TALK ABOUT LEISURE TIME
TODAY AND WHAT A PROBLEM IT IS TO MAKE GOOD
USE OF IT. LEISURE TIME IS NO PROBLEM IN A
METROPOLITAN AREA LIKE WASHINGTON, D.C. IN
WASHINGTON, WE USE IT ALL UP GETTING TO AND
FROM WORK.

WASHINGTON IS A UNIQUE CITY. IT'S THE

ONLY CAPITAL IN THE WORLD WHERE A FELLOW MAKING \$30,000 A YEAR AND SITTING IN A PLUSH OFFICE CAN PICK UP A RINGING TELEPHONE AND ANSWER: "POVERTY...MAY I HELP YOU?"

MAYBE YOU'RE WONDERING WHAT CONGRESSMAN JERRY FORD IS DOING HERE HELPING TO KICK OFF MAYOR PAYROW'S CAMPAIGN FOR REELECTION.

THE ANSWER IS SIMPLE. I BELIEVE IN GOOD GOVERNMENT AND I BELIEVE GOOD GOVERNMENT BEGINS AT THE LOCAL LEVEL. I BELIEVE YOU'VE BEEN GETTING GOOD GOVERNMENT, AND I'D LIKE TO SEE THAT CONTINUE. I BELIEVE THAT STRONG LOCAL GOVERNMENT IS THE FOUNDATION OF A DYNAMIC FEDERAL SYSTEM. I BELIEVE THAT A NATION IS NO STRONGER THAN THE SUM TOTAL OF ALL ITS PARTS -- THE SUM TOTAL OF ITS LOCAL GOVERNMENTS AND ALL ITS PEOPLE.

FROM WHAT I HAVE LEARNED ABOUT GORDON PAYROW AND ABOUT BETHLEHEM, PENNSYLVANIA SINCE I BECAME DIRECTLY INTERESTED IN MAYOR

PAYROW'S REELECTION CAMPAIGN, THE PEOPLE OF BETHLEHEM ARE VERY FORTUNATE INDEED. IF EVERY COMMUNITY IN THE UNITED STATES HAD THE STRENGTHS OF BETHLEHEM, PA. -- HAD THE KIND OF MUNICIPAL GOVERNMENT AND THE KIND OF PROGRESS YOU HAVE ENJOYED UNDER THE LEADERSHIP OF GORDON PAYROW -- I WOULD HAVE NO FEARS FOR THE FUTURE OF AMERICA.

NEARLY 10 MONTHS AGO, I ADDRESSED THE STATE LEGISLATIVE LEADERS OF THE UNITED STATES AT THEIR ANNUAL CONFERENCE IN HONOLULU. I TALKED WITH THEM ABOUT THE TERRIBLE COMPLEX OF PROBLEMS WHICH HAS COME TO BE DESCRIBED AS THE URBAN CRISIS. I SPOKE OF THE PRESSING NEEDS THAT ARE CRUSHING AMERICAN CITIES, IN WHICH TWO-THIRDS OF ALL OUR CITIZENS LIVE.

TONIGHT LET ME SAY THAT THE CHANCES OF SOLVING OUR URBAN PROBLEMS ARE FAR BETTER IN A SMALLER CITY LIKE BETHLEHEM, PENNSYLVANIA, THAN IN A DECAYED METROPOLIS WHERE CONDITIONS HAVE SO DETERIORATED AS TO BE ALMOST BEYOND

REDEMPTION.

I HAVE BEEN STUDYING YOUR CITY. I HAVE MADE IT A POINT TO LEARN EVERYTHING IT IS POSSIBLE FOR ME TO KNOW ABOUT YOUR COMMUNITY. PERHAPS I SEE YOUR CITY EVEN BETTER THAN SOME OF THE TOWNSPEOPLE, BECAUSE THEY ARE TOO CLOSE TO IT.

YOU OF COURSE HAVE PROBLEMS, MANY PROBLEMS, BUT YOU LIVE IN A FINE TOWN. TAKE A GOOD LOOK AT YOUR TOWN -- THE TOWN THAT GORDON PAYROW HAS BEEN RUNNING UNDER YOUR MAYOR-COUNCIL FORM OF GOVERNMENT SINCE 1962.

YOU HAVE THE FASTEST GROWING CITY IN PENNSYLVANIA, THE INDUSTRIAL HUB OF THE LEHIGH VALLEY.

YOUR PROPERTY TAX RATE OF 12 AND ONE-HALF MILLS IS THE LOWEST REAL ESTATE LEVY OF PENNSYLVANIA'S 52 CITIES. YOUR WATER RATE IS THE SECOND LOWEST.

*Bur. of Int. Rev. -
I'll write any place 2 please*

YOUR PER CAPITA INCOME IS THE HIGHEST

AMONG PENNSYLVANIA'S 49 THIRD-CLASS CITIES.

YOUR TOTAL PAYROLL LAST YEAR WAS \$341 MILLION.

NEW CONSTRUCTION IN YOUR TOWN WAS THE THIRD HIGHEST IN DOLLAR VALUE IN THE STATE IN THREE OF THE LAST SIX YEARS.

YOU'VE HAD VERY LITTLE RACIAL TROUBLE.

UNDER GORDON PAYROW'S LEADERSHIP, YOU HAVE BUILT A NEW FOUR-BUILDING MUNICIPAL GOVERNMENT COMPLEX COSTING A TOTAL OF \$11.5 MILLION.

YOUR SCHOOL DISTRICT, THE SECOND LARGEST IN THE STATE, BOASTS MANY MODERN FACILITIES, INCLUDING A RECENTLY BUILT SECOND HIGH SCHOOL.

YOU HAVE A FINE PAROCHIAL SCHOOL SYSTEM, INCLUDING A HANDSOME NEW CATHOLIC HIGH SCHOOL.

YOUR TOWN IS THE HOME OF THE WORLD-FAMOUS BETHLEHEM BACH CHOIR, OUTSTANDING INSTITUTIONS OF HIGHER LEARNING, TWO

HOSPITALS, THREE NEW LIBRARIES AND 81 CHURCHES.

THE AVERAGE VALUE OF SINGLE FAMILY HOMES IN YOUR TOWN IS THE HIGHEST IN PENNSYLVANIA.

YOUR LOCAL REDEVELOPMENT PROGRAM IS A MODEL FOR THE STATE AND HAS ALREADY ELIMINATED THE ONLY SUBSTANDARD HOUSING AREAS IN YOUR CITY.

HISTORIC BETHLEHEM, INC. IS ABOUT TO BEGIN A MAMMOTH RESTORATION OF YOUR CITY'S RICH HISTORICAL RESOURCES.

in BETHLEHEM STEEL ^{*corporate offices are located*} ~~HAS MOVED ITS~~
~~CORPORATION OFFICES TO~~ YOUR TOWN AND SOME WEEKS AGO BEGAN CONSTRUCTING A NEW 23-STORY OFFICE BUILDING, WITH A TWIN FACILITY PLANNED FOR ABOUT 1975.

UNDER WHOSE LEADERSHIP HAVE YOU EXPERIENCED ALL THIS PROGRESS? THAT'S RIGHT. MAYOR GORDON PAYROW'S. HE IS SYMBOLIC OF THAT SPECIAL SPIRIT YOU HAVE HERE IN BETHLEHEM

-- THAT SPIRIT THAT SAYS, "WE'LL MAKE IT WORK."

MAYOR PAYROW IS THE EMBODIMENT OF THE SENSE OF COMMUNITY YOU HAVE HERE IN BETHLEHEM -- THE SPIRIT OF VOLUNTARISM THAT IS SO NECESSARY IF A COMMUNITY IS TO SOLVE ITS PROBLEMS.

YOU HAVEN'T SOLVED ALL OF YOUR PROBLEMS. OF COURSE NOT. BUT YOU CAN POINT TO TREMENDOUS ACHIEVEMENTS IN BETHLEHEM, AND A LOOK AT MAYOR PAYROW'S RECORD OF PUBLIC SERVICE GIVES AN OUTSIDER LIKE ME PLENTY OF INSIGHT INTO WHY THOSE ACHIEVEMENTS WERE POSSIBLE.

MAYOR PAYROW HAS GIVEN THIS CITY HONEST GOVERNMENT, EFFICIENT GOVERNMENT, ECONOMICAL GOVERNMENT AND EXCELLENT SERVICE.

ECONOMY HAS BEEN THE WATCHWORD AS MUNICIPAL PURCHASING WAS CENTRALIZED, A COST RECORDING SYSTEM WAS ESTABLISHED FOR ALL CITY

DEPARTMENTS, AND A CENTRALIZED DUPLICATING BUREAU WAS ESTABLISHED.

EFFICIENCY WAS THE AIM WHEN MAYOR PAYROW ESTABLISHED A PERPETUAL INVENTORY SYSTEM IN THE CITY STOREHOUSE.

CONTINUED GOOD SERVICE RESULTED WHEN CITY EMPLOYEES' MORALE WAS KEPT HIGH BY BASING ALL CITY EMPLOYMENT AND PROMOTIONS ON MERIT, AND BY ESTABLISHING A JOB CLASSIFICATION AND INCREMENT PLAN FOR ALL CITY EMPLOYEES. GOOD SERVICE ALSO FLOWED FROM MAYOR PAYROW'S EFFORTS TO UPGRADE CITY WORKERS THROUGH A VARIETY OF TRAINING PROGRAMS AND COURSES.

EQUITY AND EFFICIENCY FOLLOWED FROM MAYOR PAYROW'S LEADERSHIP IN THE EQUALIZATION OF PROPERTY ASSESSMENTS AND CODIFICATION OF ALL CITY ORDINANCES.

YOUR CITY IS FINANCIALLY SOUND UNDER MAYOR PAYROW'S DIRECTION. MAYOR PAYROW HAS LED BETHLEHEM OUT OF A DEFICIT IN 1961 TO AN OPERATING SURPLUS OF \$2 MILLION-PLUS FROM

1962 TO THE PRESENT. THAT'S THE REASON YOUR CITY HAS A VERY STRONG DOUBLE-A CREDIT RATING FROM STANDARD AND POOR'S AND AN "A" RATING FROM MOODY. THIS IS THE BEST CREDIT RATING BETHLEHEM HAS EVER ACHIEVED, AND IT CAME ABOUT DURING MAYOR PAYROW'S ADMINISTRATION.

YOUR CITY HAS GROWN UNDER MAYOR PAYROW. YOUR COMMUNITY HAS EXPANDED BY 1,229 APARTMENT UNITS SINCE 1962, AND HOMEOWNERS HAVE SPENT NEARLY \$6 MILLION TO IMPROVE THEIR DWELLINGS HERE IN THE LAST DECADE.

YOUR CITY HAS BENEFITED THROUGH IMPROVEMENTS IN YOUR PUBLIC WORKS, ELECTRICAL AND FIRE BUREAUS. CAPITAL EQUIPMENT ACQUIRED BY THOSE BUREAUS IN THE LAST SIX YEARS IS VALUED AT NEARLY \$420,000.

MAYOR PAYROW HAS BEEN DEEPLY CONCERNED ABOUT THE HEALTH NEEDS OF BETHLEHEM'S CITIZENS. YOUR BI-CITY HEALTH BUREAU -- THE ONLY ONE IN THE COMMONWEALTH OF PENNSYLVANIA--

IS SOLID PROOF OF THAT.

MAYOR PAYROW HAS DEMONSTRATED HIS ABILITY AND WILLINGNESS TO WORK WITH THE FEDERAL GOVERNMENT IN PLANNING FOR YOUR CITY'S FUTURE AND IN BUILDING A GREATER BETHLEHEM. BETHLEHEM IS FIRST IN THE STATE OF PENNSYLVANIA IN FEDERAL AID PROGRAMS AMONG THIRD-CLASS CITIES, AND MAYOR PAYROW HAS ENLARGED YOUR PLANNING AND DEVELOPMENT BUREAU STAFF TO DRAW PLANS FOR BETHLEHEM'S FUTURE GROWTH.

COLLECTION OF DATA FOR THE COMMUNITY RENEWAL PROGRAM HAS BEEN STARTED.

BUSINESS AND INDUSTRY HAVE FLOURISHED HERE UNDER MAYOR PAYROW'S ADMINISTRATION. THIS HAS BROUGHT A BROADER TAX BASE AND NEW JOBS, WITH DEVELOPMENT OF THE BETHLEHEM RISK CORP., A START ON THE SHELL BUILDING FOR INDUSTRIAL GROWTH, AND THE OPENING OF EIGHT NEW BANKS IN BETHLEHEM IN THE PERIOD 1961

THROUGH 1968.

YOURS IS A BUSTLING, BOOMING TOWN. I SHOULD THINK YOU WOULD BE TREMENDOUSLY PROUD OF BETHLEHEM AND ALSO OF THE FINE MAYOR UNDER WHOM ALL THIS PROGRESS HAS TAKEN PLACE. THERE IS NO CAMPAIGN SLOGAN THAT RINGS MORE TRUE THAN GORDON PAYROW'S. I JOIN WITH YOU IN SAYING, "REELECT GORDON PAYROW AND KEEP THE NEW BETHLEHEM MOVING."

NO, I AM NOT FINISHED. I HAVE MORE TO TELL YOU -- MUCH MORE -- BUT I CAN ONLY TOUCH ON PART OF IT.

AMONG THE CITY SERVICES MOST VALUED BY PEOPLE ARE FIRE AND POLICE PROTECTION. MAYOR PAYROW'S RECORD IS ONE OF CONSTANT EFFORT TO IMPROVE FIRE AND POLICE PROTECTION SERVICES. I HAVE CHECKED IT OVER. I WAS PLEASED TO SEE THAT THREE NEW FIRE HOUSES HAVE BEEN BUILT DURING MAYOR PAYROW'S ADMINISTRATION, THE NUMBER OF POLICE AND

FIREMEN HAS BEEN INCREASED, AND THE NUMBER OF POLICE NIGHT PATROLS HAS BEEN INCREASED.

HERE'S ANOTHER IMPORTANT FACTOR IN HOLDING DOWN THE INCIDENCE OF CRIME. YOU HAVE HAD A NEARLY 70 PERCENT INCREASE IN STREET LIGHTING INSTALLATIONS SINCE 1961.

I WAS ALSO MUCH IMPRESSED THAT BETHLEHEM UNDER MAYOR PAYROW WAS DECLARED THE SAFEST CITY IN THE NATION BY THE NATIONAL SAFETY COUNCIL. THAT'S THE KIND OF TOWN IN WHICH TO RAISE YOUR CHILDREN.

I COULD LIST ALL OF THE PUBLIC WORKS PROJECTS BUILT UNDER MAYOR PAYROW BUT I WAS NEVER MUCH OF A WATERMAIN AND SEWER MAN. AS A FORMER HIGH SCHOOL AND COLLEGE ATHLETE, I'D RATHER TALK ABOUT YOUR FINE RECREATION FACILITIES -- YOUR TENNIS COURTS, BASKETBALL COURTS AND ICE RINK AT SELL FIELD AND DEVELOPMENT OF THE LEHIGH CANAL. AS A FATHER, I VIEW WITH GREAT FAVOR YOUR TEENAGE

ENTERTAINMENT CENTER AT ILLICKS MILL, YOUR SUMMER TEEN DANCES AT THE MUNICIPAL ICE RINK, YOUR TEEN COFFEE HOUSE, AND THE EXPANSION OF YOUR VARIOUS PARKS AND OTHER RECREATIONAL FACILITIES.

I LOOK AT YOUR NEW BETHLEHEM, AND I SAY TO YOU THAT THE PAYROW ADMINISTRATION HAS RESTORED CIVIC PRIDE IN YOUR TOWN.

YOU PROBABLY RECALL THAT WHEN MAYOR PAYROW WAS FIRST ELECTED IN 1961 HE CAME INTO OFFICE AGAINST A BACKDROP OF INEFFICIENCY AND CORRUPTION.

SINCE THAT TIME I UNDERSTAND THAT BETHLEHEM HAS EXPERIENCED A VERITABLE "RENAISSANCE"-- A REBIRTH SYMBOLIZED BY THE CONSTRUCTION OF THE MAGNIFICENT NEW CITY CENTER. YOUR TOWN'S REBIRTH ALSO WAS ATTESTED TO BY THE FACT THAT THOUSANDS ATTENDED YOUR CITY'S BIRTHDAY PARTY TWO YEARS AGO.

I PERSONALLY FEEL CONFIDENT THAT YOU WILL REELECT GORDON PAYROW AND THAT YOU WILL KEEP THE NEW BETHLEHEM MOVING.

I SAY THAT BECAUSE I KNOW ALL OF YOU LOVE YOUR TOWN. YOU HAVE DEMONSTRATED THAT BY BECOMING INVOLVED IN THE LIFE OF YOUR TOWN. THE FACT THAT MAYOR PAYROW HAS A TASK FORCE OF 177 VOLUNTEERS IS PROOF THAT THE CITIZENS OF THIS CITY ARE CONCERNED. THE FACT THAT YOU HAVE 21 BOARDS AND COMMISSIONS STAFFED BY 146 VOLUNTEERS SPEAKS OF THE FINE CITIZEN INVOLVEMENT YOU HAVE HERE.

THIS IS THE CHALLENGE TODAY IN TOWNS AND CITIES ACROSS THE LENGTH AND BREADTH OF AMERICA -- TO GET THE CITIZENS OF OUR COMMUNITIES INVOLVED, TO MAKE THEM CARE.

WE MUST BUILD OUR LOCAL COMMUNITIES IF WE ARE GOING TO BUILD A GREATER AMERICA AND GROW TO NEW GREATNESS AS A NATION AND A PEOPLE.

I SAY TONIGHT THAT CITIZENS ACROSS AMERICA MAY WELL LOOK TO BETHLEHEM, PENNSYLVANIA, WITH ITS FINE RECORD OF PROGRESS UNDER MAYOR PAYROW AND ITS GREAT CITIZEN INVOLVEMENT FOR LESSONS IN CIVIC IMPROVEMENT.

AS FOR THE CITIZENS OF BETHLEHEM, THEY NEED ONLY REDEDICATE THEMSELVES TO THE NEW BETHLEHEM AND CONTINUE TO JOIN HANDS WITH GORDON PAYROW TO KEEP THE NEW BETHLEHEM MOVING. THANK YOU.

-END-

Distribution: 20 Copies Mr. Ford

M Office Copy

REMARKS BY REP. GERALD R. FORD, R-MICH.
REPUBLICAN LEADER, U.S. HOUSE OF REPRESENTATIVES
AT A DINNER LAUNCHING THE REELECTION CAMPAIGN OF MAYOR GORDON PAYROW
AT THE HOTEL BETHLEHEM, BETHLEHEM, PA.
7 P.M. MONDAY, SEPTEMBER 22, 1969

FOR RELEASE ON DELIVERY

Good evening, ladies and gentlemen: I feel so flattered by that marvelous introduction that I can hardly wait to hear what I am going to say.

Seriously, it's wonderful to be here. One of the great things about a city this size is that you can drive downtown in about five minutes and back home in about the same time.

You know, they talk about leisure time today and what a problem it is to make good use of it. Leisure time is no problem in a metropolitan area like Washington, D.C. In Washington, we use it all up getting to and from work.

Washington is a unique city. It's the only capital in the world where a fellow making \$30,000 a year and sitting in a plush office can pick up a ringing telephone and answer: "Poverty...may I help you?"

Maybe you're wondering what Congressman Jerry Ford is doing here helping to kick off Mayor Payrow's campaign for reelection.

The answer is simple. I believe in good government and I believe good government begins at the local level. I believe you've been getting good government, and I'd like to see that continue. I believe that strong local government is the foundation of a dynamic federal system. I believe that a nation is no stronger than the sum total of all its parts -- the sum total of its local governments and all its people.

From what I have learned about Gordon Payrow and about Bethlehem, Pennsylvania, since I became directly interested in Mayor Payrow's reelection campaign, the people of Bethlehem are very fortunate indeed. If every community in the United States had the strengths of Bethlehem, Pa. -- had the kind of municipal government and the kind of progress you have enjoyed under the leadership of Gordon Payrow -- I would have no fears for the future of America.

Nearly 10 months ago, I addressed the state legislative leaders of the United States at their annual conference in Honolulu. I talked with them about the terrible complex of problems which has come to be described as the urban crisis. I spoke of the pressing needs that are crushing American cities, in which two-thirds of all our citizens live.

(more)

Tonight let me say that the chances of solving our urban problems are far better in a smaller city like Bethlehem, Pa., than in a decayed metropolis where conditions have so deteriorated as to be almost beyond redemption.

I have been studying your city. I have made it a point to learn everything it is possible for me to know about your community. Perhaps I see your city even better than some of the townspeople, because they are too close to it.

You, of course, have problems, many problems, but you live in a fine town.

Take a good look at your town -- the town that Gordon Payrow has been running under your Mayor-Council form of government since 1962.

You have the fastest growing city in Pennsylvania, the industrial hub of the LeHigh Valley.

Your property tax rate of 12½ mills is the lowest real estate levy of Pennsylvania's 52 cities. Your water rate is the second lowest.

Your per capita income is the highest among Pennsylvania's 49 third-class cities.

Your total payroll last year was \$341 million.

New construction in your town was the third highest in dollar value in the state in three of the last six years.

You've had very little racial trouble.

Under Gordon Payrow's leadership, you have built a new four-building municipal government complex costing a total of \$11.5 million.

Your school district, the second largest in the state, boasts many modern facilities, including a recently built second high school.

You have a fine parochial school system, including a handsome new Catholic high school.

Your town is the home of the world-famous Bethlehem Bach Choir, outstanding institutions of higher learning, two hospitals, three new libraries and 81 churches.

The average value of single family homes in your town is the highest in Pennsylvania.

(MORE)

Your local redevelopment program is a model for the state and has already eliminated the only substandard housing areas in your city.

Historic Bethlehem, Inc. is about to begin a mammoth restoration of your city's rich historical resources.

Bethlehem Steel has moved its corporation offices to your town and some weeks ago began constructing a new 23-story office building, with a twin facility planned for about 1975.

Under whose leadership have you experienced all this progress? That's right. Mayor Gordon Payrow's. He is symbolic of that special spirit you have here in Bethlehem -- that spirit that says, "We'll make it work."

Mayor Payrow is the embodiment of the sense of community you have here in Bethlehem -- the spirit of voluntarism that is so necessary if a community is to solve its problems.

You haven't solved all of your problems. Of course not. But you can point to tremendous achievements in Bethlehem, and a look at Mayor Payrow's record of public service gives an outsider like me plenty of insight into why those achievements were possible.

Mayor Payrow has given this city honest government, efficient government, economical government and excellent service.

Economy has been the watchword as municipal purchasing was centralized, a cost recording system was established for all city departments, and a Centralized Duplicating Bureau was established.

Efficiency was the aim when Mayor Payrow established a perpetual inventory system in the city storehouse.

Continued good service resulted when city employees' morale was kept high by basing all city employment and promotions on merit, and by establishing a job classification and increment plan for all city employees. Good service also flowed from Mayor Payrow's efforts to upgrade city workers through a variety of training programs and courses.

Equity and efficiency followed from Mayor Payrow's leadership in the equalization of property assessments and codification of all city ordinances.

Your city is financially sound under Mayor Payrow's direction. Mayor Payrow has led Bethlehem out of a deficit in 1961 to an operating surplus of \$2 million-plus from 1962 to the present. That's the reason your city has a very strong double-A credit rating from Standard and Poor's and an "A" rating

(MORE)

from Moody. This is the best credit rating Bethlehem has ever achieved, and it came about during Mayor Payrow's administration.

Your city has grown under Mayor Payrow. Your community has expanded by 1,229 apartment units since 1962, and homeowners have spent nearly \$6 million to improve their dwellings here in the last decade.

Your city has benefited through improvements in your public works, electrical and fire bureaus. Capital equipment acquired by those bureaus in the last six years is valued at nearly \$420,000.

Mayor Payrow has been deeply concerned about the health needs of Bethlehem's citizens. Your Bi-City Health Bureau -- the only one in the commonwealth of Pennsylvania -- is solid proof of that.

Mayor Payrow has demonstrated his ability and willingness to work with the Federal Government in planning for your city's future and in building a greater Bethlehem. Bethlehem is first in the state of Pennsylvania in Federal Aid programs among third-class cities, and Mayor Payrow has enlarged your Planning and Development Bureau staff to draw plans for Bethlehem's future growth. Collection of data for the Community Renewal Program has been started.

Business and industry have flourished here under Mayor Payrow's administration. This has brought a broader tax base and new jobs, with development of the Bethlehem Risk Corp., a start on the Shell Building for Industrial Growth, and the opening of eight new banks in Bethlehem in the period of 1961 through 1968.

Yours is a bustling, booming town. I should think you would be tremendously proud of Bethlehem and also of the fine mayor under whom all this progress has taken place. There is no campaign slogan that rings more true than Gordon Payrow's. I join with you in saying, "Reelect Gordon Payrow and Keep the New Bethlehem Moving."

No, I am not finished. I have more to tell you -- much more -- but I can only touch on part of it.

Among the city services most valued by people are fire and police protection. Mayor Payrow's record is one of constant effort to improve fire and police protection services. I have checked it over. I was pleased to see that three new fire houses have been built during Mayor Payrow's administration, the number of police and firemen has been increased, and the number of police night patrols has been increased.

Here's another important factor in holding down the incidence of crime. You

(MORE)

have had a nearly 70 per cent increase in street lighting installations since 1961.

I was also much impressed that Bethlehem under Mayor Payrow was declared the safest city in the nation by the National Safety Council. That's the kind of town in which to raise your children.

I could list all of the public works projects built under Mayor Payrow but I was never much of a watermain and sewer man. As a former high school and college athlete, I'd rather talk about your fine recreation facilities -- your tennis courts, basketball courts and ice rink at Sell Field and development of the Lehigh Canal. As a father, I view with great favor your teenage entertainment center at Illicks Mill, your summer teen dances at the Municipal Ice Rink, your Teen Coffee House, and the expansion of your various parks and other recreational facilities.

I look at your New Bethlehem, and I say to you that the Payrow Administration has restored civic pride in your town.

You probably recall that when Mayor Payrow was first elected in 1961 he came into office against a backdrop of inefficiency and corruption.

Since that time I understand that Bethlehem has experienced a veritable "renaissance" -- a rebirth symbolized by the construction of the magnificent new City Center. Your town's rebirth also was attested to by the fact that thousands attended your city's birthday party two years ago.

I personally feel confident that you will reelect Gordon Payrow and that you will keep the new Bethlehem moving.

I say that because I know all of you love your town. You have demonstrated that by becoming involved in the life of your town. The fact that Mayor Payrow has a task force of 177 volunteers is proof that the citizens of this city are concerned. The fact that you have 21 boards and commissions staffed by 146 volunteers speaks of the fine citizen involvement you have here.

This is the challenge today in towns and cities across the length and breadth of America -- to get the citizens of our communities involved, to make them care.

We must build our local communities if we are going to build a greater America and grow to new greatness as a nation and a people.

I say tonight that citizens across America may well look to Bethlehem, Pa., with its fine record of progress under Mayor Payrow and its great citizen

(MORE)

involvement for lessons in civic improvement.

As for the citizens of Bethlehem, they need only rededicate themselves to the New Bethlehem and continue to join hands with Gordon Payrow to Keep the New Bethlehem Moving. Thank you.

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You, of course, have problems, many problems, but you live in a fine town.

Take a good look at your town -- the town that Gordon Payrow has been running under your Mayor-Council form of government since 1962.

You have the fastest growing city in Pennsylvania, the industrial hub of the LeHigh Valley.

Your property tax rate of 12½ mills is the lowest real estate levy of Pennsylvania's 52 cities. Your water rate is the second lowest.

Your per capita income is the highest among Pennsylvania's 49 third-class cities.

Your total payroll last year was \$341 million.

New construction in your town was the third highest in dollar value in the state in three of the last six years.

You've had very little racial trouble.

Under Gordon Payrow's leadership, you have built a new four-building municipal government complex costing a total of \$11.5 million.

Your school district, the second largest in the state, boasts many modern facilities, including a recently built second high school.

You have a fine parochial school system, including a handsome new Catholic high school.

Your town is the home of the world-famous Bethlehem Bach Choir, outstanding institutions of higher learning, two hospitals, three new libraries and 81 churches.

The average value of single family homes in your town is the highest in Pennsylvania.

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Your local redevelopment program is a model for the state and has already eliminated the only substandard housing areas in your city.

Historic Bethlehem, Inc. is about to begin a mammoth restoration of your city's rich historical resources.

Bethlehem Steel has moved its corporation offices to your town and some weeks ago began constructing a new 23-story office building, with a twin facility planned for about 1975.

Under whose leadership have you experienced all this progress? That's right. Mayor Gordon Payrow's. He is symbolic of that special spirit you have here in Bethlehem -- that spirit that says, "We'll make it work."

Mayor Payrow is the embodiment of the sense of community you have here in Bethlehem -- the spirit of voluntarism that is so necessary if a community is to solve its problems.

You haven't solved all of your problems. Of course not. But you can point to tremendous achievements in Bethlehem, and a look at Mayor Payrow's record of public service gives an outsider like me plenty of insight into why those achievements were possible.

Mayor Payrow has given this city honest government, efficient government, economical government and excellent service.

Economy has been the watchword as municipal purchasing was centralized, a cost recording system was established for all city departments, and a Centralized Duplicating Bureau was established.

Efficiency was the aim when Mayor Payrow established a perpetual inventory system in the city storehouse.

Continued good service resulted when city employees' morale was kept high by basing all city employment and promotions on merit, and by establishing a job classification and increment plan for all city employees. Good service also flowed from Mayor Payrow's efforts to upgrade city workers through a variety of training programs and courses.

Equity and efficiency followed from Mayor Payrow's leadership in the equalization of property assessments and codification of all city ordinances.

Your city is financially sound under Mayor Payrow's direction. Mayor Payrow has led Bethlehem out of a deficit in 1961 to an operating surplus of \$2 million-plus from 1962 to the present. That's the reason your city has a very strong double-A credit rating from Standard and Poor's and an "A" rating

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from Moody. This is the best credit rating Bethlehem has ever achieved, and it came about during Mayor Payrow's administration.

Your city has grown under Mayor Payrow. Your community has expanded by 1,229 apartment units since 1962, and homeowners have spent nearly \$6 million to improve their dwellings here in the last decade.

Your city has benefited through improvements in your public works, electrical and fire bureaus. Capital equipment acquired by those bureaus in the last six years is valued at nearly \$420,000.

Mayor Payrow has been deeply concerned about the health needs of Bethlehem's citizens. Your Bi-City Health Bureau -- the only one in the commonwealth of Pennsylvania -- is solid proof of that.

Mayor Payrow has demonstrated his ability and willingness to work with the Federal Government in planning for your city's future and in building a greater Bethlehem. Bethlehem is first in the state of Pennsylvania in Federal Aid programs among third-class cities, and Mayor Payrow has enlarged your Planning and Development Bureau staff to draw plans for Bethlehem's future growth. Collection of data for the Community Renewal Program has been started.

Business and industry have flourished here under Mayor Payrow's administration. This has brought a broader tax base and new jobs, with development of the Bethlehem Risk Corp., a start on the Shell Building for Industrial Growth, and the opening of eight new banks in Bethlehem in the period of 1961 through 1968.

Yours is a bustling, booming town. I should think you would be tremendously proud of Bethlehem and also of the fine mayor under whom all this progress has taken place. There is no campaign slogan that rings more true than Gordon Payrow's. I join with you in saying, "Reelect Gordon Payrow and Keep the New Bethlehem Moving."

No, I am not finished. I have more to tell you -- much more -- but I can only touch on part of it.

Among the city services most valued by people are fire and police protection. Mayor Payrow's record is one of constant effort to improve fire and police protection services. I have checked it over. I was pleased to see that three new fire houses have been built during Mayor Payrow's administration, the number of police and firemen has been increased, and the number of police night patrols has been increased.

Here's another important factor in holding down the incidence of crime. You

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have had a nearly 70 per cent increase in street lighting installations since 1961.

I was also much impressed that Bethlehem under Mayor Payrow was declared the safest city in the nation by the National Safety Council. That's the kind of town in which to raise your children.

I could list all of the public works projects built under Mayor Payrow but I was never much of a watermain and sewer man. As a former high school and college athlete, I'd rather talk about your fine recreation facilities -- your tennis courts, basketball courts and ice rink at Sell Field and development of the Lehigh Canal. As a father, I view with great favor your teenage entertainment center at Illicks Mill, your summer teen dances at the Municipal Ice Rink, your Teen Coffee House, and the expansion of your various parks and other recreational facilities.

I look at your New Bethlehem, and I say to you that the Payrow Administration has restored civic pride in your town.

You probably recall that when Mayor Payrow was first elected in 1961 he came into office against a backdrop of inefficiency and corruption.

Since that time I understand that Bethlehem has experienced a veritable "renaissance" -- a rebirth symbolized by the construction of the magnificent new City Center. Your town's rebirth also was attested to by the fact that thousands attended your city's birthday party two years ago.

I personally feel confident that you will reelect Gordon Payrow and that you will keep the new Bethlehem moving.

I say that because I know all of you love your town. You have demonstrated that by becoming involved in the life of your town. The fact that Mayor Payrow has a task force of 177 volunteers is proof that the citizens of this city are concerned. The fact that you have 21 boards and commissions staffed by 146 volunteers speaks of the fine citizen involvement you have here.

This is the challenge today in towns and cities across the length and breadth of America -- to get the citizens of our communities involved, to make them care.

We must build our local communities if we are going to build a greater America and grow to new greatness as a nation and a people.

I say tonight that citizens across America may well look to Bethlehem, Pa., with its fine record of progress under Mayor Payrow and its great citizen

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involvement for lessons in civic improvement.

As for the citizens of Bethlehem, they need only rededicate themselves to the New Bethlehem and continue to join hands with Gordon Payrow to Keep the New Bethlehem Moving. Thank you.

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