

This is an interview with Harry K. Trend for *In the Age of Steel: Oral Histories from Bethlehem Pennsylvania*. The interview was conducted by Roger D. Simon on June 17, 1975 in Bethlehem, Pennsylvania.

00:00:00 Simon: This is interview with Harry Trend at his home in Melrose Avenue in Bethlehem, June 17, 1975. My name is Roger Simon. Tell me about some of your experiences as a youth in Bethlehem, the neighborhood you lived in and what some of your reminiscences are about that.

Trend: Well, Roger, as you know, I'm a native of Bethlehem. My father was Harry Trend, also. He was the manager of athletics for the Bethlehem Steel Company. And that goes back to, he died around 1914, 1915. And I was about five or six years old when he died, and my mother then became a widow, and she didn't have much money, and so she earned her living running a boarding house, and then for awhile she was a cook at a fraternity at Lehigh University¹. So my boyhood, part of my boyhood was on the South Side [Bethlehem, Pennsylvania], and of course, my earlier years was on the North Side. After my father died, we lived on the West Side [Bethlehem, Pennsylvania] for awhile. I kind of think I know pretty nearly all facets of Bethlehem long ago.

00:01:26 One of the things that I remember, and you asked me to just give you a little bit of trivia as a boy. I remember as a boy I used to go to Lehigh University football rallies before the Lehigh/Lafayette² game, and those were the days when the New Street Bridge³, not the one that's there now, but the old New Street Bridge was a toll bridge, and the highpoint of the football rally after they had their pep talks at the Taylor Stadium⁴ gym was to march across the New Street Bridge to what was then Moravian College for Women⁵ at the foot of Main Street [Bethlehem, Pennsylvania] where they would serenade the girls there and so forth. But the big thrill we got then as a kid and I think the students did, too, as they marched across the bridge, the foot toll was a penny and they would sing the song, (singing) 'We pay no toll tonight. We pay no toll.' We all thought it was a great thing that we were parading across that bridge and defying authority by not paying our penny toll. That's just a little thing, but it's indicative of the fact that that was once a toll bridge and now it's a nice, wide, modern bridge connecting the cities.

¹ A private university located in Bethlehem, Pennsylvania.

² A private, four-year college located in Easton, Pennsylvania.

³ A bridge that runs over the Lehigh River connecting North and South Bethlehem.

⁴ Owned and operated by Lehigh University, this is a stadium in Bethlehem, Pennsylvania.

⁵ This private four-year college is located in Bethlehem, Pennsylvania.

00:02:43

As a boy, I remember, too, walking across the Lehigh River and the old covered bridge, which was there before the Hill-to-Hill Bridge⁶ was built. And I remember seeing the Hill-to-Hill Bridge built. Later on, I want to tell you some more about that Hill-to-Hill Bridge, because— Well, I'll tell it to you now, and then we'll go back to some of my boyhood reminiscences. Am I proceeding the way you wanted to (inaudible). That Hill-to-Hill Bridge is to me, one of the great examples of the difference between the way things are done today and the way they were done then. That bridge was built in, the contract for the bridge was let in 1921, and it was built at a cost of two and a half million dollars, but almost a half a million dollars of that two and a half million dollars was raised by public subscriptions from the citizens of Bethlehem, which as you well know, it doesn't happen today, that sort of thing. The rest of the money came from contributions by the railroads affected, by the state, and by the county and so forth. But imagine over close to half a million dollars raised by public subscription to build that bridge, because even then the people realized that they had to unite the city.

00:04:05

Bethlehem for years and years has been a divided city. I'd like to point out something, this does not necessarily— Well, it has something to do with my boyhood, but you see, Bethlehem was a most unusual city, particularly in those days in that it was divided. There were two business districts. There was a North Side [Bethlehem, Pennsylvania] business district and the South Side business district. 3rd Street [Bethlehem, Pennsylvania] was the hub. 3rd Street and 4th Street were the hub of the South Side business district, and the Broad and Main area, of course, was the hub of the North Side business district. But the ways in which Bethlehem was different than the rest was that we had major theaters in both business districts, and we had major banks in both business districts, not branches, but major banks. Now in most Pennsylvania cities, we'll take Allentown or Reading or Scranton, you can stand in one spot and literally throw a stone on all your major banks and theaters, but you couldn't do that in Bethlehem, you see, and that is why Bethlehem did not grow into a great retail shopping center as its neighbors, Allentown and Easton have.

Simon: Well, I would gather that the fact that they were separate corporate entities up until 1917 and because the river was a barrier was a reason for the two separate business centers.

Trend: Yes, yes, that's true. But as I recall right now, I mean, you've given me the thought; the character of the two sides of the city was basically different. The South Side was really the melting pot of Italian, Hungarian, Slovaks and so forth. And the North Side was more, well, I don't know if the word Anglo-Saxon, but it was not as Europeanized in background as the South Side. And in fact, if you lived on the North Side you felt as if you were going into another world when you got into the South Side.

Simon: Was it considered unsafe like one might think of a bad neighborhood in a big city today?

⁶ Located in Bethlehem, PA, construction began in 1922 on this concrete arch bridge that passes PA 378 over the Lehigh River.

Trend: No, no, I wouldn't say it was unsafe, although as kids, as kids we used to regard the kids from the South Side as being much tougher than we were. When I lived on the West Side as a boy, 13, or 10, 11, 12, 13, we had a little neighborhood gang, not the kind of gangs you hear about now, but we used to have little wars throwing stones at each other, but I had a relative that lived on the South Side and it would strike fear into the other gangs' hearts almost when my cousin from the South Side came over, because he was a South Sider. But I'm talking in terms of fun kid gangs in those days. I'm not talking in terms of gang warfare or anything like that. The South Side kid would (inaudible).

00:07:12 Simon: Was it hard to get across the river on a streetcar? Was it awkward transportation to go back and forth?

Trend: No, no, the streetcar service was very good. I do remember though as a young man in high school and later on in college walking home many times from Hellertown [Pennsylvania] where you used to go to dances because you missed the last trolley car. And the same way with Allentown, we used to go up there and if you didn't get that last trolley at 12 o'clock, why you were stuck. But no, trolley transportation was very good and there was no problem at all. As I say, I vividly recall the walking on that covered bridge. And then of course, there was the New Street Bridge and the Minsi Trail Bridge⁷, but both of us those were toll bridges, see, and I think it was a nickel for a motor vehicle and it was a—

00:08:11 Simon: —penny to walk. Whereabouts on the West Side did you live?

Trend: I lived on 3rd Avenue near Broad [Bethlehem, Pennsylvania]. In fact, where I used to play, the field where I used to play with other boys is now a concrete strip leading the way onto the spurs. So I go by there and my family gets annoyed, because every time we go by, I happen to remind them that I once used to play soccer there.

Simon: Was that a pretty quiet, residential neighborhood then?

Trend: Oh, yeah. Very quiet. That's the neighborhood with these twin, double houses. They used to call them wriggle and shawl (?) houses. It was a very pleasant, middle class, not upper middle class, but middle class neighborhood. Our neighbors had names like Tyson and Miller and Sheetz, not the names like when I was on the South Side I would associate with the DelGrossos and the Swarvorskis and the Rybaks, the names with a European background more than the English and Dutch and Welsh that were on the North Side. Soccer, if I can go back in sports.

00:09:45

Simon: Yeah, I'd like you to.

⁷ A bridge in Bethlehem, Pennsylvania which crosses the Lehigh River and connects the north and south sides of the city.

Trend: What is now Steel Field⁸ where Moravian⁹ plays their soccer games was originally the home of the great Bethlehem Steel soccer team. Bethlehem Steel sponsors all sorts of sports and the Bethlehem Steel soccer team was the admitted, well not admitted, they were, they were the outstanding soccer team in the United States. They played in the league called the American League¹⁰, and they played such teams as Pawtucket [Rhode Island] and Chicago [Illinois] and so forth. And they were world famous, absolutely world famous. Their soccer players were drawn, they were Welshmen, Englishmen and Scotchmen, brought over here especially to play soccer for Bethlehem Steel. They were supposed to have jobs at the Bethlehem Steel plant, but they spent most of their time practicing.

Simon: So there really was recruitment?

Trend: Oh, yeah, yeah. And almost hardly a season went by that they didn't play two or three special games, and they played those in Lehigh Stadium, because then they would attract 10,000 to 15,000 people, which I think you can appreciate, even surprising for today.

Simon: Certainly is.

Trend: So anyway, soccer eventually died as a professional sport. Bethlehem Steel gave it up.

Simon: When did they do that?

Trend: Well, I think it was around, during the Depression, in the early Thirties [1930] that they—

Simon: You think the Depression was the reason of declining interest?

Trend: I don't think so. I don't think so. I just think that the top management lost interest in it, now that's my— Because the guiding force back in the Bethlehem Steel when they had it then was a vice president by the name of H.E. Lewis¹¹, and H.E.

⁸ Originally built by Bethlehem Steel to host its soccer club, it was first purchased by Lehigh University in 1925 and then sold to Moravian College in 1962.

⁹ This private four-year college is located in Bethlehem, PA.

¹⁰ An American soccer club based in Philadelphia, Pennsylvania.

¹¹ A noted soccer player and enthusiast, he served as executive vice-president of Bethlehem Steel before becoming the chairman of the board at Jones & Laughlin.

00:12:32 Lewis went on to become, left Bethlehem Steel and some say there was a power play between he and E. G. Grace¹² who later became president of Bethlehem Steel. But H E. Lewis went on to become president of Jones and Laughlin¹³, and I think it was when he left. And then you see, football started to come into its prominence. Football was not always the big drawing card that it is now, and that started coming into its own and I think that had something to do with the demise of soccer here. My father died at a very young age. He was 32 years old. It's indicative of how far we've gone in the science of medicine, because he took the team out to Chicago to play the Midwestern champions and coming back on the train they went through a terrible blizzard and he caught a cold, now this was—remember they played the game on a Saturday and by the following Friday, he was dead of pneumonia, because that's the way things went in those days. And I'm proud of my father, because my father and I, my father although he was just coming up in the world, was so respected in the community that he rated an editorial in the papers and so forth. One of the personal things that I'm proud about is that when I retired, I got an editorial, too, but didn't have to die to get it, so it's something I share in common with my father.

Simon: Did the company, do you know, did they make any payment or offer any kind of financial—

Trend: No.

Simon: I know they had no pension at that time.

Trend: No, they didn't do anything. They tried to get my mother a job being a telephone operator, but she couldn't do it, so that was the end of it.

Simon: They offered her a job though?

Trend: Yes, they did. No bitterness there. It was just one of those things.

Simon: Before the days of pensions.

00:14:10 Trend: Then when I, talking about Bethlehem Steel, if I may, a few more minutes. Maybe we'll have to go in.

Simon: I think we're going to get rained on. (recording interrupted) You were talking about the steel company.

¹² Served as the President and then Chairman of the Bethlehem Steel Corporation from 191e to 1945 and served as Chairman of the Board from 1945 to 1957.

¹³ A steel company founded in 1851 that was located in Pittsburgh, Pennsylvania.

Trend: Yeah, as you know, as I told you, when I recently left the Chamber¹⁴ and retired, I'd been there for 37 years, so early in my career with the Chamber, what date was that? Early in my career with the Chamber, which is in the early 40s [1940], I watched the Bethlehem Steel go through the problem of fighting unionization and finally—

Simon: —succumbing.

Trend: —succumbing to it. And it was not an easy fight, and they fought it right down to the very end. They used their influence, and I must say organizations like the Chamber and like the school board, we resisted this unionization method, I mean, this unionization business, because this was in the days when the CIO¹⁵ was suspect of being Communist controlled and all this and that. So the way these organizations cooperated was like the school board refused to allow them to use any of the school facilities, the auditoriums to hold meetings, and the Chamber used its influence to get public opinion aroused.

Simon: Did the company put pressure on the Chamber to use its influence?

Trend: In a very subtle way, yes, yes. We didn't actively come out against it, but our members were, well, I think the community was really against this unionization. Now may I amend that by saying just the business community was. And I must say Communism was the big boogieman in those day. And if you look at the history of the CIA¹⁶, CIO, you'll find that they had some controversial leaders on the national scene in that group. I had here a copy of the newspaper, it goes back, and I get a big kick out of it, because this newspaper was doing a series on the big fight, the labor story of Bethlehem, see, and they sent a reporter and a photographer to do a series of articles on Bethlehem and the problems, see. Among the people they interviewed was me, and being an old newspaper man, I had been a member of the Newspaper Guild when I worked for the *Morning Call*¹⁷. Anyway, here's a picture of me, I get a kick out of it. This caused me a little embarrassment though, because some of it was nice, 'Harry Trend, secretary of Chamber is a mellowed ex-reporter at 31. In the Little League strike, he was a Bethlehem delegate to strike-breaking Johnstown's¹⁸ committee. A former newspaper guildsman,' and that's where I got a little embarrassed, you see, because to treat these people nice I said, 'Oh, look, I'm a union member,' and showed them my Guild card, see. 'Trend grew up in Bethlehem, says 'we don't like to think of Bethlehem as a boom town.' He says

¹⁴ An organization representing the interests of businesses.

¹⁵ The Committee for Industrial Organization was created by John L. Lewis in 1935 when the American Federation of Labor was reluctant to organize unskilled laborers.

¹⁶ Central Intelligence Agency.

¹⁷ A daily newspaper based in Allentown, Pennsylvania.

¹⁸ Plant owned by the Bethlehem Steel located in Johnstown, Pennsylvania.

CIO is weak at the plant,’ so forth, ‘he still loves reporters and doesn’t slap back,’ so I always am proud of that too, that I was in my job but I didn’t slap back.

Anyway, when that thing came out and the next night we had our annual banquet of the Chamber and some of the big wheels at the Bethlehem Steel were very annoyed that I was (chuckling), because I was comparatively new in this job and so forth. One of the men, too, was against the CIO was the mayor of Bethlehem at that time, Mayor Pfeifle¹⁹ who was one of the finest men I’ve ever known and he was a good man with a Pennsylvania Dutch²⁰ background, although, Bethlehem you know is not Pennsylvania Dutch, but he was against these union people. And before it was all over, we had a lot of trouble in Bethlehem. We had a lot of bloodshed and state troopers in here with horses. I can still see the state troopers come out of the main gate at Bethlehem Steel and charge into this crowd of striking people outside and swinging their clubs and so forth. It was good that it finally ended the way it did. I think that the United Steelworkers, as they’re called now, have proven that they’re good citizens of Bethlehem. It’s been interesting for me to see how they’ve become such good citizens, because they’re active in the Community Chest²¹, which is now the United Appeal and so forth. Bethlehem Steel over the years has gone through a remarkable change in policy. They are now extra, extra good corporate citizens and I can’t say they always were. They took care of Bethlehem Steel and the heck with the rest of the community, but they’ve done an awful lot for Bethlehem. In fact, I’m critical of their policy, because I think they do a lot that they don’t tell the people about. Incidentally, I think that’s all I can tell you about Bethlehem Steel unless there’s anything—

00:20:29 Simon: Well, let’s pick up on some of these things. Now you said earlier on they took care of their own and not so much the community. Are you talking about before the Depression, more or less, or before World War II?

00:21:37 Trend: Well, I would say around the Depression and so forth and before World War II. When I say they took care of their own, I mean, they didn’t get involved in community affairs the way they—except, except they were more interested in using the Chamber, shall we say, to help them fight the legislation that they didn’t think was favorable to big business or so on and so forth. I can’t say that Bethlehem Steel was the big image of a cruel corporation frowning on the people and being cruel to them or anything like that, I didn’t mean that, but I just meant they were a little world unto their own. Most of them in those days, most of their executives lived on what is now Prospect Avenue [Bethlehem, Pennsylvania]. Some of your Bethlehem Steel people that you might have—will remember that was called Bonus Hill, and it was a name given to them by a New York columnist who wrote that the big officers at Bethlehem Steel were living on the bonuses that they made manufacturing

¹⁹ Robert Pfeifle was Mayor of Bethlehem from 1930 to 1950. He was elected on a ticket targeting crime.

²⁰ Refers to emigrants and the descendants of emigrants from southwestern Germany and Switzerland who settled in Pennsylvania in the 17th and 18th centuries.

²¹ The name given to fundraising organizations throughout the United States that collected money from businesses and employees for use in community projects.

armament for World War I and so forth. Now, of course, most of those people live down in Saucon Valley [Pennsylvania] or around the community elsewhere, too.

00:22:20 Getting back to the South Side, one of the things that I have observed that's very interesting over the years is, and this started not in recent years, but I told you about how all these different let's say foreign names were peculiar to the South Side, well, now as the next generation of young people came along, we'll say 10, 15, 20 years ago, all of a sudden one day I became aware of the fact that on mailboxes around town and so forth, I would see names appearing on the North Side and the West Side that you had never seen before, so these younger people have moved over here and it's a nice meld now of the whole community is a nice meld of—

Simon: You feel there's much less of the North Side/South Side tension that there used to be before the Second World War?

Trend: I think there's a great deal less tension between the North and South Side. It's amazing, though, the older South Siders are really stubbornly loyal to the South Side, and you can see it reflected in the accounts of the newspapers of school board actions today or city council actions, somebody's always standing up from the South Side and saying, 'You're not being fair to the South Side.' Basically I know that most of those claims aren't true from my background in the Chamber, but it's still the hold-out loyal ones over there on the South Side.

00:24:00 Simon: Was it true before World War II, was the city government more favorable to the North Side in terms perhaps of where the money was spent?

Trend: No, I can't comment on that because I really don't know. I can tell you one thing though about talking where the money was spent and this is interesting: I know that when Liberty High School²² was built in 1922, there was a great— And I was only a kid myself in junior high then, but I remember this, that the school board was heavily criticized for building the high school where it is now, because then that was like on the outskirts of the city. But someone must have had some great foresight, because Liberty High School is in almost the geographical center of Bethlehem. And it's ideally situated now. The story of Liberty High is something that I think is interesting, because that was built, it was completed in 1922, and was built at a cost of over a million and a half dollars, but the thing that I'm proud about Liberty High, if you look at that high school and realize how old it is, Bethlehem was so far ahead in building high schools, that high school was almost unheard of, I understand, for a high school to be built with a swimming pool in it. They even have elevators in that high school, which nobody puts elevators in, but in high schools today. And if you look at the interior construction of that high school, it's just a

²² A public high school located on Linden Street in Bethlehem, Pennsylvania.

thing of beauty. The point I'm getting at, is it was so far ahead of its time, and as I say, I think there was a great deal of criticism about building it so far almost on the edge of town.

00:25:57 Simon: You went to Liberty High School, I take it?

Trend: I went to Liberty High School, and then I worked for two years. This is interesting. You may be interested in this. I worked for two years as a reporter for the *Globe-Times*.²³ Well, I wanted to go to college, but I couldn't afford to go to college. And so I'm a reporter for the *Globe-Times* for about two years, and another young man came and got a job as a reporter, but he was a graduate of Notre Dame²⁴. His name was Leo McIntyre²⁵, Leo McIntyre came from a very fine family here in Bethlehem, and his father used to run one of the most interesting places in Bethlehem, no longer in existence, the Municipal Farmers' Market on 3rd Street [Bethlehem, Pennsylvania]. That was one of the great things on the South Side, because I remember as a boy getting up early with my mother at 5 o'clock to go down to the farmer's market to get there early to get the produce. But anyway, Leo McIntyre graduated from Notre Dame, and I was getting as a reporter, and I was one of their better reporters, I covered the police station and city hall and school board meetings, I was getting \$10 a week salary. Leo and I went out to lunch one day, and when we came back, our typewriters were together, and when we came back, Leo was searching for his pay envelope. We had just got paid that morning. They used to pay you then, they put the money in a little envelope and pay you.

Simon: Paid in cash.

00:27:42 Trend: They paid in cash in a little envelope. He said 'I lost my money. I've lost my paycheck.' And I said, 'That's terrible, Leo.' He said, 'Yeah, \$17 is a lot of money.' It dawned on me, my God, here I am teaching this man the ropes, but he's a college graduate. And I determined that I was going to go back to college. So I went out to Moravian College, where I used to—that was part of my beat. I saw the dean, and offered them a public relations service in exchange for a scholarship. And a scholarship in those days was \$300. This was a lot of money in those days. But anyway, I got \$150 scholarship to give them a public relations service and that's how I got into Moravian. I'm only telling you some of these things to give you an idea of how costs have gone up.

Simon: Tell me what Moravian was like. And this was in the late 20's [1920] when you were in college?

²³ The *Bethlehem Globe-Times* merged with *The Express*, headquartered in Easton, Pennsylvania. The newspaper is now the *Express-Times*.

²⁴ A private, Catholic research university located in Indiana.

²⁵ Formerly a newspaper reporter for the *Bethlehem Globe-Times*, a Notre Dame graduate and a business man in Allentown, he died in 1990.

Trend: Yep. I graduated in '33 [1933]. (thunder in background) Well, Moravian then only had about 150 students, and about—

Simon: Is that so? All men then?

00:29:07 Trend: All men, yeah. And about 20 of those were theological students. They only had two or three buildings. See, there was then Moravian College for men and it was called, the official name was Moravian College and Theological Seminary. (thunder in background) So I went down and applied for a job as a reporter who was out of job, not as one going to college, so I got this job as a regular reporter in Allentown, and so I soon discovered, up there at least I discovered this, that I was working with a group of what we'd call old-time reporters who looked down their nose at the journalism graduates, you see, or anybody who was a college graduate, you see. And so I kept my college background a secret for almost the whole four years I was there because I didn't want anybody to know that I was a college student, you see, but I worked at night and so I was fortunate all during the Depression (thunder in background), I had a job, although we did have to take two cuts in pay, which was a common practice during the Depression for those who had a job, the firm would cut your pay and you were darn glad to have a job.

00:31:13 I remember in those days they had what they call, I think almost every community in the United States had what they called the Unemployment League and that was a group of people who would get together and fight for their rights as unemployed people and so forth. The leader of that group in Bethlehem was the pastor of the Presbyterian Church here, his name was Reverend Cotton²⁶ I can't remember his first name. But Reverend Cotton, he was really a dedicated leader of these people. As such, he incurred the displeasure of Mr. Grace who was president of Bethlehem Steel at that time, and who was one of his leading members. Eventually, they got rid of Reverend Cotton, which they could well do. And I think that's how, I'm not sure, but I think that's how the Presbyterian church on the North Side came into being, because the Presbyterian church that most of the people went to in Bethlehem at that time, at least where Reverend Cotton was pastor and where Mr. Grace was married and so forth was on 4th Street near Brodhead Avenue [Bethlehem, Pennsylvania], and either they started a new Presbyterian church or Mr. Grace and his friends left the church and came over to the North Side. You can see that that was fortuitous at least with what is now the Presbyterian church, because it's one of the finest and biggest and wealthiest churches in Bethlehem.

00:31:58 Simon: Was that sort of considered the church to belong to? Thought in terms of social standing maybe more than piety?

Trend: Absolutely. Not maybe around that time, but over the years, that came to be the church to belong to, particularly if you were interested in moving in the right social circles. There was a time, too, where a lot of people joined the Moravian church,

²⁶ Project staff were unable to identify this person.

because it was like a medium church, particularly if you came to Bethlehem new and maybe you had strong ties with some other church. The Moravian church for awhile, I don't say it is now, but for awhile was one of the churches to belong to. I was very cognizant of that. That and the Presbyterian church. Talking about churches, I don't know whether this is true, but I'm pretty sure it is, the Moravians, you know at one point owned an awful lot of land, and they're responsible, they gave free to the Catholic church the land on which several of the Catholic churches are built now in Bethlehem and encouraged them to build churches, but I think that's an interesting commentary that they gave the land. I did neglect on talking about the social connection of churches, I did neglect to tell you about another one, now we're still on the Protestant side, and that is the Cathedral of Nativity²⁷ on the South Side. That of course was always one of the big churches. And you see Fountain Hill [Pennsylvania], if you walk up on Delaware Avenue [Bethlehem, Pennsylvania], you get an idea of the affluence of Bethlehem in those days, the South Side. If you look at those gorgeous, big homes, which are now turned into apartments, but just imagine those in those days as that's where the wealthy people lived. And my mother who as a young woman lived on the South Side used to tell me that they used to as young ladies, they used to like to walk up on Delaware Avenue and look at these gorgeous, big homes and see the rich people that lived up there. And most of those people are the ones that belonged to the Nativity Church. Holy Infancy was the Catholic church for all of Bethlehem. I don't think it is now, but the character I think of the membership of Holy Infancy has changed an awful lot. There's where most of your upper, middle class people belonged in Holy Infancy. The churches over here are sort of Johnny-come-latelies, the Catholic church as far as the Holy Infancy is concerned.

00:35:13 Simon: You mentioned this unemployment rights movement in the 30's [1930]. What were they after? To get higher benefits from the County Welfare Board²⁸?

Trend: Roger, I can't actually recall that. All I know is that they were a thorn in the side of anybody—I don't know whether we had the—We didn't have unemployment compensation in those days.

Simon: No. Later on. It probably came to the county.

Trend: Yeah. And probably they were involved in this union business, too, I'm not so sure about that. But they used to have rallies and meetings and all this and that. The whole way of living was entirely different than it is now. I guess it's hard for even me trying to recollect how to—personally with what's going on today, because it's an entirely different problem. I do know that unemployment was wide spread. It was really terrible. I remember the bread lines and so forth.

00:36:45

²⁷ The Cathedral Church of the Nativity is an Episcopal church built on Bethlehem, Pennsylvania's south side in 1863.

²⁸ A local social services agency devoted to helping needy families.

Simon: Who sponsored those kind of bread lines and soup kitchens and whatever?

Trend: Well, the Salvation Army²⁹ was very active in those days, and the Red Cross³⁰ did a good job. And then we had a mayor, I referred to him awhile ago, Mayor Peifle and he used to, out of city funds, I don't think with any authority except his own, he would send people a ton of coal, frequently, or he would give money to them, to people who came to his office to buy food and so forth. A lot of money was spent on those days, I couldn't document this, but out of city funds that wasn't channeled that way or legally that way, but—

Simon: There were no serious complaints raised about that?

Trend: No, no, no.

Simon: Did Steel give any large sums for these purposes that you know of?

00:37:51 Trend: I don't think so. I don't recall. Talking about Mayor Peifle, though, on another subject, I don't know whether any of your other friends have told you about this, but Bethlehem at one time was one of the prostitution centers of the East here.

Simon: Second Street, I understand, is that right?

Trend: Second Street and then Adams Street [Bethlehem, Pennsylvania] and a few of them, but it wasn't just Second Street, there were places up what we call the Heights [Bethlehem], which is where the BFO³¹ is now, and on the top of the mountain going over toward Saucon Valley Country Club³² there were hotels and between here and Easton [Pennsylvania] there were a lot of hotels. But as a young reporter, I remember actually seeing busloads of men from New York City who paid \$5 for a trip to Bethlehem and back. And it was really, it was really terrible. Mayor Pfeifle came in and he effectively ended it, but not before a Bethlehem policeman was killed in trying to enforce the law and all that sort of thing. It was quite a—

Simon: Was he elected on that platform, do you remember, cleaning up—

²⁹ Founded in 1865, this is a charity organization based upon Christian charitable principles.

³⁰ Founded in 1881 by Clara Barton, this is a major emergency response organization located in the United States.

³¹ Project staff were unable to identify this term.

³² Refers to the Bethlehem Steel Country Club, located in lower Saucon, which was a country club established for upper level employees of Bethlehem Steel.

Trend: He was re-elected on that platform, but he didn't come in to do that. He was just a God-fearing, good man, and as one of his principal aides, he changed the whole police force. The police force, of course, I guess was corrupt in itself, and so he hired the then chaplain of Lehigh University, a man by the name of Fred Trafford³³, was then the chaplain of Lehigh, and Fred Trafford became the superintendent of the police, not the chief of police, and even though he was a chaplain, he gave the police force a degree of respect and so forth. It was under his leadership that a lot of this good was accomplished. Oh, yes, as a boy, as a kid, I remember going to the movies on the South Side, across the bridge, and we'd go down, to get to the Palace Theater³⁴, we'd have to go down Second Street, the girls would be sitting on the steps and trying to entice us to come in, and my God, we were just 14, 15 years old and so forth, see, but that was our big thrill to see that.

00:40:53 Simon: Where was the Palace Theater?

Trend: The Palace Theater was, it was on 3rd Street. The Palace Theater was about three blocks east of New Street on 3rd Street. It's now I think the Service—

Simon: Service Electric³⁵.

Trend: Service Electric is there. And then that was a big theater. Then with the Globe Theater³⁶, it later became the Globe Theater, but as a boy, I remember it was the opera house. There we saw a lot of vaudeville in those days. And that later became a first-rate theater, and then on 4th Street there was another theater. I think that was called the Lehigh Theater³⁷.

Simon: The one that's a college now or a different one?

Trend: Oh, then later on came the college. No, before the college was the one just on 4th Street [Bethlehem, Pennsylvania], just about a half a block east of New [Street, Bethlehem, Pennsylvania] was this Lehigh Theater, which was a first-rate theater, these were all first-rate theaters. Then the college came later on and that of course that was a grand thing then. That featured among other things an organ, which most of your theaters didn't have in those days.

³³ Former police commissioner of Bethlehem, Pennsylvania who helped to close down the speakeasies on the South Side.

³⁴ A theater house located in Bethlehem, Pennsylvania.

³⁵ A cable television and Internet service provider serving the Lehigh Valley.

³⁶ Built for E.P. Wilbur, this theater was located in Bethlehem, Pennsylvania. It was demolished in 1984.

³⁷ Project staff were unable to identify this theater.

Simon: Was there any live vaudeville on the North Side?

Trend: Yes, what is now the Boyd³⁸ was originally built, that whole building there, which of course, has been rebuilt because it's been hit by a couple of fires, but that whole building was called the Kurtz Building. There was in Bethlehem at one time on the West Side, Kurtz Brothers Furniture Company³⁹, and they were a very big, prosperous furniture manufacturers, and these Kurtz brothers, I guess there were at least two, but there may have been more brothers, but they were so civic-minded that they built this theater and a restaurant. The Kurtz Theater for awhile was the finest theater in the Lehigh Valley [Pennsylvania], and for years they had legitimate, they had like a stock company, the big time New York actors and actresses putting on shows. Then later on it became a movie house, but in those days, a lot of the movies would supplement their movie with a few vaudeville acts, so they had that there, too. And then the other theater on the North Side was the Nile Theater⁴⁰, which is where the present Nile is, but it won't be there long, because they're going to tear that down, but that was called the Lorenz Theater⁴¹. I remember as a boy going to see my first talking picture there. I don't remember what it was all about, I think it was Al Jolson⁴² or somebody like that. The price of admission in those days was a nickel. And the Saturday afternoon matinee, I guess it's still a big thing for kids and it was then. (recording interrupted)

00:44:32 Simon: Why don't we talk about some of your activities with the Chamber of Commerce⁴³? How did you come into that to begin with?

Trend: Well, I'll tell you how I got into it, but I don't know whether it has much connection with that, but it's an interesting story anyway. At that time, I was, as I told you, I went to Allentown [Pennsylvania] and I became a reporter there. Then I was sent down to Bethlehem to start the Bethlehem office of the *Morning Call*⁴⁴, which was then where it is now. Now this is 37 years ago, well, maybe a little more, 38 years ago. So one day, one spring day, I'm cleaning out my desk drawer and I find some pictures that we had taken in the course of gathering news of some groundbreakings and so forth involving Chamber of Commerce offices, and I was also teaching a course in journalism at Moravian College for Women⁴⁵, which just involved two hours a week. So on my way down to my course, I stopped in the Chamber office, which was then across the street from

³⁸ Opening in 1921 as the Kurtz Theatre, this theatre was purchased by A.R. Boyd Enterprises in 1934 and was subsequently renamed the Boyd Theatre.

³⁹ Owned by Charles and John Kurtz, this was a business located in Bethlehem, Pennsylvania.

⁴⁰ Located on Broad Street in Bethlehem, Pennsylvania, this was a single level theatre with a small pipe organ.

⁴¹ This theatre was located on Broad Street in Bethlehem, Pennsylvania and was renamed the Nile Theatre.

⁴² An American singer and vaudeville star who was known for appearing in black face and for his work to desegregate Broadway.

⁴³ A network comprised of local businesses.

⁴⁴ A daily newspaper based in Allentown, Pennsylvania.

⁴⁵ This was a private four year college is located in Bethlehem, Pennsylvania.

the Hotel Bethlehem⁴⁶, and there the president of the Chamber and the secretary of the Chamber, who had recently announced his retirement to go with Bethlehem Steel, he was leaving the Chamber to go with Bethlehem Steel, they were standing there talking, and I came in and I said to the two of them, I said, 'Here, I have some pictures. I'm cleaning out my drawer, and I thought maybe you'd like to have them for your personal file.' When I went out, the president said to the man that was retiring, 'Who is that? That's our man.' See, they were looking. And this man supposedly said, 'Oh, you don't want him. He's from town.' 'That's the man, see.' And so I'd like to think I happened to walk down the street at the right time, because I got the job. And I, of course, I didn't even think I was even qualified and that's why I hadn't even applied for the job, but you said how did you get there. I was pretty young then.

Simon: This was about 1937?

00:46:40 Trend: Yeah. I was in my late twenties, I guess, my middle twenties, I forget. I often look back, in those days, even as a young man in this job, and here I am now, the Executive Secretary of the leading business and professional group of Bethlehem, but it took me years to get over my awe of the businessmen of the community, and it's very interesting for me to see what's happened over the years. Young men today and young women go into the business and they're right in there battling their way, and do you get what I mean, there's not that division. And I say awe, because that's what it was. It took me a long time to be able to call some of those men by their first name. I just can't get over it.

Simon: Did the whole cultural atmosphere sort of encourage that kind of awe and respectful—

Trend: Oh, sure. I would say we had more respect for our elders in those days. But I can't say exactly, it's respect. I'm doing some consulting work now for a firm here in Bethlehem, it's Pentamation⁴⁷, and I'm helping them get out their house organ. I'm working with a young woman, 24 years old, who's the editor of this thing, but she doesn't know much about writing for a newspaper and so forth, and that's why I've been hired to help her. So when I saw the last issue put out, they had pictures of the president and the vice president, but they had Jeff, the president is Jeff Feathers⁴⁸ and Tom Blaude⁴⁹ (sp?) and Jim Sullivan⁵⁰, and she was introduced to me as Jerri (sp?), so I said, 'What is this business, the big shots?' Oh, she says, 'Everybody's by their first name here.' So here I am, I'm now doing consulting work, of course, I'm getting right into the act. She says, 'I don't think I can call you Harry.' Well, I said, 'You better call me if everybody—' And here I am now, I

⁴⁶ Built in 1921 on the site of the former Eagle Hotel, the Hotel Bethlehem is located at 437 Main Street in Bethlehem, Pennsylvania.

⁴⁷ Now SunGard Public Sector Pentamation, Inc., the company sells software applications for schools and government agencies.

⁴⁸ Project staff were unable to identify this person.

⁴⁹ Project staff were unable to identify this person.

⁵⁰ Project staff were unable to identify this person.

only tell you this because it's interesting the way our times have changed, our— And I see nothing wrong with it. I think you'll agree with me.

Simon: Did these businessmen call you by your first name?

Trend: Oh, yeah. Yeah.

Simon: But you'd call them Mr.?

Trend: Right, right.

Simon: Then I guess wardrobe was much more formal, too, everybody was in coat and tie all the time?

Trend: Oh, absolutely!

Simon: Suit, not even sport jacket.

Trend: Right, right. Oh, no, that's right, (inaudible) the vest, well, you see in this picture here—

Simon: Even on a hot summer day, I see.

Trend: And of course, there was no such thing as colored shirts or anything like that. I think it's all for the better, to be very frank, but no, I went through years of not even taking off my coat at my desk.

00:49:55 Simon: What kinds of people were most of the members when you joined? Were there a lot of steel executives on it, or was it mainly the independent proprietors in town?

Trend: When I became the secretary, as secretary I was the paid man. The Chamber had degenerated, maybe that's not the right word, but the Chamber was organized along around 1917 when Bethlehem became a city, and it had over 2,000 members and a very, very healthy budget. By the time I came, it only had about 250 members, and about 100 of those memberships were controlled by Bethlehem Steel, so you could see that they pretty well controlled all the voting, everything that was done. And very few merchants were members. So one of the first things that happened, not necessarily because of me, but because of this new president, we really started to get the merchants involved in the Chamber of Commerce. Of course to do

that we had to get involved in retail promotions and so forth. So the Chamber's now back up to close to 1,000 members and it's had its ups and downs over the years. So to answer your question: the Chamber membership was mostly into industry and a few doctors and lawyers. Very few—

Simon: It was doing too much when you first started with them?

Trend: No, I don't think they were, to be very frank. They were mostly interested, as I said, in working for certain kinds of legislation and, of course, this new president—

Simon: What was his name?

00:52:10 Trend: His name was Vernon Melhado⁵¹. He was the son-in-law of a retired Bethlehem Steel executive. His wife—Moravian Academy⁵² is now located on the site of their big estate, Green Pond, and that's where Vernon Melhado lived with his father-in-law and so forth. He was a rich, wonderful man, but he was rich, and all he had to do was make of the Chamber of Commerce his personal plaything, so it was he who could see the idea, promoting it as the Christmas City and that's really the first Chamber of Commerce thing that the Chamber did of any kind.

Simon: There wasn't much of that Christmas City notion before that?

Trend: Well, no, the Chamber did a many, many other great things. I'm just saying how it degenerated by the time I got there, but there would be no Hotel Bethlehem if it wasn't for the Chamber of Commerce. They're the ones who thought up of the idea and spearheaded it. Now this was before my time, see. There would be no Hill-to-Hill Bridge⁵³, it was purely a Chamber of Commerce promotion. There would be no United Fund that was a Chamber of Commerce promotion. The Liberty High School⁵⁴ was a Chamber of Commerce promotion. Those were things that the Chamber had done good, but they had kind of gotten bogged down as—

Simon: Perhaps because of the Depression.

⁵¹ Served as the Head of the Chamber of Commerce in Bethlehem, Pennsylvania.

⁵² A coeducational college preparatory independent school located in Bethlehem, Pennsylvania.

⁵³ Located in Bethlehem, PA, construction began in 1922 on this concrete arch bridge that passes PA 378 over the Lehigh River.

⁵⁴ A public high school located on Linden Street in Bethlehem, Pennsylvania.

Trend: I would think so, yes. So anyway, this man Melhado, he conceived the idea of this Christmas City bit and as you can see, it's quite a thing now. It went through a lot of problems, that Christmas City promotion, because right after World War II when we started the Christmas City program before World War II, then because of the war, the lights were out. No more Christmas lights. So World War II is over and the lights go on again. And the lights were very garish, very garish, and the whole darn town was lit up, and people came for miles around, particularly on the weekend to see these lights by car. I'm not exaggerating when I say that traffic would be backed to the bottom of the other side of the Wyandotte Street Hill[Bethlehem, Pennsylvania] like from Philadelphia and the same way coming in from Easton and so forth, and it all converged into Bethlehem. And it got so that if you lived here, you couldn't travel the main streets of Bethlehem. And finally, the city was forced to put a stop to this Christmas lighting because they suddenly woke up to the fact that the traffic was just absolutely clogging the Hill-to-Hill Bridge and the New Street Bridge, that if there was a major catastrophe, or a fire, or need to get somebody to a hospital, they couldn't do it.

I well recall being at the Hotel Bethlehem one Saturday night, because immediately after World War II I lived there for awhile and there were several other bachelors living there, and this one man had a girlfriend in Allentown, and after dinner why he said to us, 'Fellas,' he says, 'I'll see you later on. I'm going up to see my girlfriend in Allentown.' In a half an hour he come back in the hotel, and he was absolutely livid with rage because we had angle parking and he couldn't back his car out, and he'd been trying for a half an hour to get his car out and he couldn't get out, so that's how bad the traffic was. So then we stopped the Christmas City promotion for a number of years and revised it about 10 or 12 years ago on a much more modest scale and placing emphasis on religion rather than on the real fancy lights and so forth.

Simon: So it was dropped altogether for a time.

Trend: Yep.

Simon: When was that about? 1950 you're talking about?

Trend: Yeah, I would say around 1950, yeah. Well, the war was, yeah, I would say around 1950 is when it was dropped. It was out for a number of years. About ten years ago we revised it but on a much more modest scale. I think it's more dignified now. Did I allude to the fact, yes, I did, that that bridge was built with almost a half a million dollars of funds, and I think that's one of the great things. One of the things, this is the bicentennial year, or next year is going to be the bicentennial year.

00:56:52

One of the things, I used to try to promote when I was in the Chamber, but I could never get it across, but as an interesting bicentennial note, on the West Side, there is located, marked, the only tomb in the United States dedicated to an unknown

soldier of the Revolutionary War. Now I can't give you the authority for it, but somewhere along the line I got that in my career, I got that from somebody who is in the know and really knows it. Well, I've never heard of any, have you?

Simon: No. Where is this tomb located?

Trend: It's on, I guess that's called Terrace Avenue [Bethlehem, Pennsylvania], it's on the West Side, on the west bank of the Monocacy Creek⁵⁵. You know, that's the area where 500 Revolutionary soldiers died and were buried. They died in the Moravian College for Women building at the foot of Main Street [Bethlehem, Pennsylvania], which was then a hospital during the Revolutionary War. And somewhere along the line, I guess, well, before my time as secretary of Chamber and that was in '37 [1937], I was there 37 years, so somewhere before my time, the bones of one of these were dug up and put into a tomb, and there's a big, bronze marker on it, and all this by the state, so I think it's interesting this is the only tomb in America dedicated to an unknown soldier.

Simon: When you first got involved with the— (recording interrupted) Continuation with the interview with Harry Trend.

00:58:47 Trend: You thought you asked me about the social life in Bethlehem. I think I've lived through a period, there was a strong caste system in Bethlehem in the days of my young manhood, and I think that's partly why I sort of stood in awe of those people, as I told you before, that I was associated with, but the steel company crowd, let's say the big wheels, they were their own little social world. I don't know, it may be me, but I just know that it isn't that way today, but there was a greater emphasis on—

Simon: Who you were and where you were from, what church you belonged to.

Trend: Right. Right. That's right.

Simon: Did they have the country club in those days?

Trend: Yes. Yes.

Simon: Was the pretty exclusively for the high executives and—

⁵⁵ A tributary of the Lehigh River in eastern Pennsylvania.

Trend: It was and still is, to be very frank. I'm a member of the Saucon⁵⁶, but those of us who were not Bethlehem Steel related are very much in the minority, but it was that way then, too. There was a real strong social system here in Bethlehem.

Simon: What about the Bethlehem Club⁵⁷? Is that an old institution, and is that tied in in the same way or was that a different group?

Trend: That I can't really tell you. It's an old institution, but that has strong Bethlehem Steel connections to this day, but it's more cosmopolitan in its membership than the Saucon is. Incidentally, the Bethlehem Club only a few years ago opened its membership to Jewish people, so they were one of the last hold-outs. Saucon, for years, didn't have any Jewish people. I don't know how long ago, but maybe 15 or 20 years ago, one of their executives who happened to be Jewish became a member, but that was—

Simon: As much because he was an executive.

Trend: That was it. He was always viewed as quite an interesting member, see, and so I don't think there's—There may be one or two Jewish people in there now. I guess I shouldn't be saying, but they're probably the token members. Although, someone once pointed out to me that one reason you don't find too many Jewish people in a club like Saucon is there's not many Jewish people in the steel-making business, and I guess that's right, that that could be one reason, but I don't think that's the reason. But I know, that maybe it's because I've gotten older, but I know that as a young man, when I wasn't a member of Saucon, I used to feel very much as if I was moving in really high social circles when I was fortunate enough— And I was fortunate to get invited to affairs down there and so forth, and I really came away with a feeling that I was a privileged person to be able to move with that class.

01:02:25 Those were the days, too, you know, when as I told you, you had this great, these gorgeous homes, not only there on Delaware Avenue [Bethlehem, Pennsylvania], but on Market Street [Bethlehem, Pennsylvania]. Market Street is another example of those. And you live on Market Street, but I don't know whether you've ever stepped back and taken a look at some of those—

Simon: Well, I live in one of the great big homes, but none of those homes are single family.

⁵⁶ The Saucon Valley Country Club was founded in 1920 by a group of business leaders in Bethlehem, Pennsylvania.

⁵⁷ Established in 1909 as a social club for Bethlehem Steel executives. The building is located on New Street in Bethlehem, Pennsylvania.

- Trend: On, no, no more, but they were. That's what I mean. The wealth that was in this town must have been tremendous, because as I say, look at them and think of them in terms of being built for one person.
- Simon: What about this neighborhood right here Edgeboro Manor [Bethlehem, Pennsylvania], when was that built up? And did that have the same kind of connotation that Prospect or Market of Fountain Hill [Pennsylvania] had?
- Trend: This neighborhood, this Edgeboro Manor was just a little island in itself as you probably know. Let's see, when I was, I have to measure everything in terms of my time in the Chamber, so let's say 37 years ago, this place the streets were all laid out, and the light poles were here, but there were hardly any houses. I don't know the exact history, but I think maybe this was something that started in the idea, the development, it was a local development, and I think the idea got bogged down in the Depression or something, because for years this area was here with the beautiful streets laid out and the lights, but only two or three houses. In fact, right across the street is the first house that was built, and that was built by Brown-Borhek Company⁵⁸, which was the big lumber company here, and that was going to be like—
- Simon: Do you know about when it was built?
- Trend: No, I don't. It was here then, so that's at least 40 years old, see. Then this organization, I mean, then as this area grew, maybe the developer organized it that way, but they had their own associations, and they had restrictions in the deeds, I guess. I'm not too sharp on my—
- Simon: Restrictive covenants⁵⁹.
- Trend: —restrictive covenants. So for years, this place had no Jewish people, either, so you see, the more I talk to you, the more I realize the bigotry rears its ugly head up again over the years, and even here in Bethlehem. Now, of course, somehow or other, and I don't know whether it was because of modern times, but I think one or two Jewish families managed to get in here and I guess some of the people were upset. That was before my time. I've only lived here 12 years.
- Simon: Was it mainly developed after World War II then? Most of the houses.
- Trend: Yeah. Well, I don't know. I don't know. To confess, I don't know how old this house is, but most of the people— This is interesting, too, not much— I guess an ordinary commentary on the times, but I've lived here long enough, we've lived here

⁵⁸ A lumber supply company that was located in Bethlehem, Pennsylvania.

⁵⁹ A stipulation in a deed that requires a real estate buyer to do or not to do something.

12 years, and when I came there were mostly families here with children grown up. I have a boy who just turned 22, so he was like 10, but there were very few kids for him to play with in this neighborhood, because the neighborhood was mostly older people, and either retiring or on the verge of retirement. Well, now a number of those have either gone on to live somewhere else or passed away and it's been an interesting change in this neighborhood, so at night the neighborhood rings with the sound of kids playing and the bicycling going on all around here, and it's a whole new—

Simon: Turnover of generation.

Trend: Yeah, which I welcome very much. It's a very closely knit neighborhood, a lot of socializing done among the people here, but that isn't peculiar to this neighborhood. I've discovered over my recent life that there's a lot of neighborhoods where they get along well, probably even in your apartment they do, and so forth.

01:07:02 Simon: Are there other activities of the Chamber during your career that stand out that you—

Trend: I think this would make a contribution, because of the effects of it. I think one of the greatest things that I was associated with the Chamber was when we organized Lehigh Valley Industrial Park (LVIP)⁶⁰, and Lehigh Valley Industrial Park was organized about 12 years ago. It's a good example of how a Chamber works, and then I'll finish up showing how it affected the whole community. But we worked through committees. We were having a meeting of our industrial committee one time, I don't know how it was but we had a map of the City of Bethlehem, and we suddenly woke up to the fact that there was only about 250 acres left in Bethlehem which could be used for industrial purposes. The rest of the area, except some that Bethlehem Steel owned, which they wanted for their own expansion, there was only 250 acres left, and that's in the area where Lehigh Valley Industrial Park is opposite the airport. A lot of people don't even know that's in Bethlehem, see. And already we had heard a rumor that somebody was starting to look at it for housing.

So we got the bright idea, we better get that land to save it for industry. So in order to get it, we have to raise money fast, because this real estate developer was already negotiating with the owners. There was only about two or three owners involved, so in order to get it we had raise \$100,000 or \$150,000. So the Board of Directors then consisted of 21 members, and 15 of those 21 members of the Board, took out personal notes for several thousand dollars each, and with that we got enough money to put the down payment for this property, and then of course we sold bonds and eventually bought the property and developed it. So now, LVIP, then later on they bought some more land nearby called LVIP Number 2, and now more recently, Bethlehem Steel sold the industrial park some land very cheaply, but that's not developed yet. But now, LVIP in those 12 years has got in 31 industries with employment of over 4,300 people. And what it has done, what makes it

⁶⁰ Seven industrial parks located throughout Northampton and Lehigh counties that are home to over 460 companies.

interesting is that it turned Bethlehem around from a real one-industry town to a more of a diversified industry. And don't hold me to my figures, but at one time, and not too long ago, maybe 15 years ago, the payroll for Bethlehem, 75 percent of it was Bethlehem Steel.

Simon: Seventy-five percent of the payroll of the entire city came from Bethlehem Steel.

Trend: It may be 65 or something like that, I used to have these figures at my fingertips, but now it's only about 35 percent. Well, the city had this shift in the payroll force. So in other words, years ago, when Bethlehem Steel would go on strike, the city would suffer, because it was a real loss in payroll, and so it suffered what any city that's a one-industry city suffers. So I think that's interesting, and it's one of the great things that Bethlehem Chamber has done, and I'm very proud of it, because I had a part in doing it.

Simon: So it came out of a Chamber project and a group of individual members of the board staked it.

Trend: That's how we raised the money fast, yeah. Give us time to get it, then we organized a campaign.

Simon: Then you set up an independent corporation?

Trend: Well, it's an autonomous corporation. It's owned by the Bethlehem Chamber, but it's non-profit. It's now in a very good financial situation, but the organization was set up and it provided it with by-laws, any profits made when they go out of business would go in for further redevelopment of Bethlehem and so forth.

Simon: Does LVIP still own all that land or have they sold it to the individual industries?

Trend: The sold it to the industries.

Simon: But they've held it essentially off the market of residential development so it would be available.

Trend: That's right. It's strictly zoned industrial.

Simon: What about the airport? Was that a Chamber of Commerce project?

01:12:20

Trend: No. No. The airport was really created through Allentown [Pennsylvania] interests, through the Allentown Chamber, but over the years it became necessary in order for it to grow, to be merged with the County of Northampton and so forth (inaudible). We were instrumental in getting the authority formed, but we must give Allentown interests credit for getting that airport going, but today it's a joint venture of the two counties. For awhile, the cities, the three cities supported it, but about ten years ago the cities backed out claiming double taxation. See tax money, county tax money being used and city tax money, so I guess the city needed the money, I guess the airport started getting along all right anyway.

01:13:33 Oh, and incidentally, another thing that the Chamber was involved in, mostly in creating, but it was the brain child of Mayor Pfeifle⁶¹ and that is the wonderful water supply that we have. I'm very proud of Bethlehem, because we took the lead in many, many things and many years ago, long before people were worried about water, the City of Bethlehem officials got involved in it, and then we pushed it and generated a lot of public support for it, and that's why we have this wonderful supply of water from Wyle Creek⁶² (sp?). Our water is real soft, it's good water. Not like the kind you drink in Allentown or Easton or Philadelphia, which is hard water and so forth. And we have a very abundant supply. That's one of the things that we— (recording interrupted)

01:14:41 —story about the newspaper ad and also about flood control. I get kind of chuckle out of the fact that I participated in a little legal skullduggery that enabled us eventually to get the beautiful structure we have, the New Street Bridge⁶³, now called the Fahy Bridge, Memorial Bridge, built by the state. The way that was accomplished was as a Chamber we were, this goes back again, in my early days at the Chamber, 37 years ago. At the Chamber, we became increasingly aware of the fact that we ought to get that bridge free, not another bridge.

Simon: Who owned the toll bridge? The New Street?

Trend: It was a privately-owned corporation.

Simon: And this continued up until the time they built the current one?

Trend: That's my story.

Simon: Okay. I'm sorry.

⁶¹ Robert Pfeifle was Mayor of Bethlehem from 1930 to 1950. He was elected on a ticket targeting crime.

⁶² Project staff were unable to identify this place.

⁶³ A bridge that runs over the Lehigh River connecting North and South Bethlehem.

Trend: About 37 years, 35 years ago or so, we just thought we've got to get that bridge free. And I guess, I can't remember this, but I guess the owners were willing to sell it or something like that, so the late Judge Barto⁶⁴ (sp?) was then a state senator, and we're in his office talking to him about this problem and he says, 'Well,' he said, 'I'll tell you what we'll do. We'll get it put on a state highway route.' See, it was not a state highway. So it was put on what they call a legislative, by a simple act of the assembly, it was put on a legislative route. Not one of these marked routes, but it then became a state concern, see. So he said, 'It might take years, but at least we've got the state involved.' So eventually the state bought it.

Simon: The old bridge?

Trend: The old bridge and maintained it for as long as they could. Well, eventually when they bought it, then they took the toll off. Now first, they didn't take the toll off, they kept the toll on, and in buying it, they also bought the Minsi Trail Bridge⁶⁵ and they bought the Eighth Street Bridge⁶⁶ in Allentown. But that had already been on, that wasn't fixed, see. So they kept them in toll until they paid themselves off. In fact, the biggest money maker, to get the three bridges free was the New Street Bridge, because it was a lot of Bethlehem Steel traffic. So then some years ago, it was paid off and then it became a free bridge and eventually it got to be a nice bridge. New, brand new bridge, but it's interesting that our little maneuvering 35 years ago, it took 35 years or a little less than that to come into fruition.

01:17:27

Then in those days, too, 35, even now we have, but we used to have terrible floods in Bethlehem. The Lehigh River⁶⁷ would really overflow, and we had in the Chamber then a flood control committee. This committee really was concerning itself with getting adequate flood control. And the only way to get that was through the federal government. And the congressman at that time was Congressman Francis E. Walter⁶⁸, and Francis E. Walter was very active in helping us. And then out of that flood control committee was formed, the leadership provided by the Chamber, the Lehigh Valley Flood Control Council, and we got Allentown in the act and Easton and a couple of communities up the river.

That's another example of how long it takes to get things done not necessarily because the government's wrong, but you've got to fight and everybody was after the Army Corps of Engineers⁶⁹ to do their little projects all over the country, but

⁶⁴ Project staff were unable to identify this person.

⁶⁵ A bridge in Bethlehem, Pennsylvania, which crosses the Lehigh River and connects the city's north and south sides.

⁶⁶ Also known as Albertus L. Meyers Bridge, this concrete arch bridge is located in Allentown, Pennsylvania.

⁶⁷ A 109-mile long tributary of the Delaware River located in Pennsylvania.

⁶⁸ Served as the U.S. House of Representatives from Pennsylvania.

⁶⁹ Agency responsible for providing public engineering services that benefit the United States.

eventually we got it, see, money was appropriated. But I look at this and say, well, isn't it funny, because apparently when you have flood control, you start at the head of the river, so the first thing they did was start to build a dam, so we had to wait some years for the dam to be built. Then down the river they come, gradually building flood control walls and so forth.

So the last one to get real flood control, the walls built, was Bethlehem, and Bethlehem was the one that started the whole thing, but that's the way— So when you look at those walls there, you just realize that the whole Lehigh River watershed is where it is today, because of a little committee action by people from Bethlehem. And the Lehigh Valley Flood Control Council⁷⁰, of course, went out of existence when Congress finally voted all the money for the flood control project. So those were some of the things I like to look back and realize I had something to do with.

01:19:59 One of the things, I don't know if anybody's talked to you about this, but one of the things that I— And I don't want to sound like an old man, because I don't consider myself an old man, but I do look back with nostalgia on the loss of passage of train service between New York and Bethlehem. The Lehigh Valley had great service and excellent club car and dining room service, you know what I mean, and it was really great.

Simon: When did that cease?

Trend: Well, I can't give you the date, but I think we've been without railroad passenger service now for at least ten years.

Simon: Did the town put up any fight to try to keep it?

Trend: Oh, yeah. We tried very hard, but it was quite obvious that the railroad company wanted to go out of business. They just left the equipment go down and down and so forth. I think they wanted out. They're still very active. Now we've revived the interest in railroad business in the last couple of years. That's been a joint action by the Chambers, three Chambers of Commerce. We didn't get it. But we had excellent rail service between here— See, it went not from here only to New York, but up to Buffalo. I remember as a kid going to Niagara Falls, now this was 50 years ago maybe, going to Niagara Falls for \$4 round trip, trip from Bethlehem. And they used to promote excursions and in later years for a dollar to New York and back, these were special excursions.

01:21:52 Simon: What about the downtown renewal? I know it's in the process of happening now, but I understand it's been kicking around for many years before anything really happened about it. Is that something that the Chamber was involved in actively?

⁷⁰ Organization that received federal funds to build dams in the Lehigh Valley.

Trend: Oh, Chamber was very much involved in it. We had, I think, a lot of reason that the— well, now let's see, Mayor Taylor⁷¹, just finished out his third term, so he was mayor for 12 years, so that's about 13 years ago, and before him was Mayor Schaffer⁷² so let's say Mayor Schaffer actively foresaw a lot of downtown renewal, he was all for it. But you mustn't forget that one thing that came in its way was the development of our city center. He wanted a city center, Mayor Schaffer did, Mayor Taylor did too, so we got that city center. And then what has helped us in our downtown renewal is in recent years as you're well aware, federal and state money is much easier to come by than it used to be, and these were grand dreams, but they couldn't find the money. And then another thing that helped, maybe it was say retired, it took a while for the South Side business area to really decline to the lull it's in today. It's only been in the last five or six years the South Side has really fallen down. You know it's down. I wouldn't say that if I was still working actively in the Chamber, but it was a real viable place at one time, so you had these two— No city administration was really coming outwards downtown renewal.

Simon: There were still two downtowns.

01:24:07 Trend: There were two downtowns. One of the little sneaky tricks I did as a Chamber executive, I use that word with quotes, but Sears Roebuck at one time was on 3rd Street.

Simon: Oh, really?

Trend: Yeah. Oh, yeah. What's now the Mexican Club⁷³ was Sears Roebuck⁷⁴. That was on 3rd Street and that didn't help Bethlehem, because we had two so-called department stores, one which was Wards, which was then Bush and Bull⁷⁵ and the other one was Sears Roebuck on the other side, and ideally they should have both been— You know, shoppers like to go to one place and start walking around. Oh, yes, it took up to years like Tom Bass had two stores, one on the North Side⁷⁶ and one on the South Side, and a number of other stores had two places. So finally Sears' lease was up, and they wanted to build a new store, so I went down to Philadelphia with a very active real estate manager, they were thinking of building— We

⁷¹ Project staff were unable to locate information on Mayor Taylor.

⁷² Earl E. Shaffer was Mayor of Bethlehem from 1950 to 1961.

⁷³ The Mexican Aztec Society was a benefit organization based in Bethlehem, Pennsylvania dedicated to helping Mexican immigrants form a community to help with cultural adjustment.

⁷⁴ Originally a mail order company known for its catalog, Sears was once one of the largest retailers in the United States.

⁷⁵ Located in Easton, Pennsylvania, this department store operated from 1870 to 1938.

⁷⁶ Area of Bethlehem located to the north of the Lehigh River.

went down there and we found out that they were thinking of building across the street from the Nativity Church⁷⁷. That looked to them like a good spot, but still South Side. So this man and I went down to talk to them at Sears Roebuck, this has a Lehigh connection, too, and I can't remember his name, but we were arguing with the secretary who didn't want to let us into his office. And my friend who was an avid Lehigh football fan said, 'By the way,' we were being turned away, we couldn't get in to see the head of this (inaudible) and he says, 'He wouldn't per chance,' and I don't know the name, but he wouldn't, I forget the name, 'He wouldn't per chance, be the great John Jones who played football at Lehigh?' This man heard it, see, he come and he says, 'Yeah, how do you know him?' So my friend who knew his Lehigh football says, 'Oh, boy, do I remember the great Lafayette game.' 'Well, come on in.' And that's how we got in. From then on, then we sold him on the idea of coming to where they are now, see, because I knew from a retail standpoint that it would be better to have that store near our other department store, so that's where they are, that's how we got them, but only through this connection.

Simon: So they built that building where they are now?

01:27:03 Trend: This friend of mine and some of his associates built it and then they're going to lease it back, a lease-back deal. I'll tell you one other little story, too, that I'm proud to be a part of. I'm just telling you, I think it's interesting for history, because I like to say it's when Bethlehem gave all the other municipalities in the area a lesson in fiscal management. It was, and I can't give you the year's time, but maybe 15 years ago, when the concept of wage taxes burst upon the scene, maybe there was legislation passed, and I were at a meeting at Saucon Valley Country Club⁷⁸ with the then mayor of Bethlehem and some of our Chamber people, and one of the big executives of Bethlehem Steel, Bill Johnstone⁷⁹, who represented then the newer philosophy of Bethlehem Steel, you get more involved, help the community, and he was pretty sharp in finance. And this all started as a conversation late at night. He said, you know, he says, 'You have a wonderful chance to make money, get you more money, tax money, with this wage tax.' And then he gave us figures, some of which, some of us knew those figures, but the large number, that there were thousands of out-of-town people working at Bethlehem Steel and also there was a lot of out-of-town people working at Bethlehem Steel. And he says, 'You know, it's no more than right that these people help pay for fire protection and the fine water we have and so forth.' So we all thought that was great.

So then the mayor got his city council together, quietly, and we all agreed, it was agreed just among those few people that Bethlehem would levy a wage tax. Now each year, city budget, the municipal budgets have to be adopted by a certain date, see, for the following year, see, and each year the papers would always be full of write-ups about how council, and you see it

⁷⁷ The Cathedral Church of the Nativity is an Episcopal church built on Bethlehem, Pennsylvania's south side in 1863.

⁷⁸ The Saucon Valley Country Club was founded in 1920 by a group of business leaders in Bethlehem, Pennsylvania.

⁷⁹ William H. Johnstone was a vice president of the Bethlehem Steel Corporation and chairman of its finance committee.

still today, working on the budget, and what can be eliminated, what can't. You didn't hear anything about Bethlehem, because Bethlehem knew what they were going to do, see. So all the rest of the communities around here got their budgets in line, and then the last day, Bethlehem announced its budget with the wage tax. Plus that was a bonanza. I can't remember the figures, but it was several hundreds of thousands of dollars that Bethlehem got, see, because they got the jump on all the other communities. The other communities rose up in anger. The Allentown papers were full of taxation without representation and all this and that, you see, but Bethlehem got it, because you see, under the wage tax law, if you collect an Allentonian's wage tax in Bethlehem, you got to give it to Allentown, see, so for the first year, there was no reciprocal agreement that is if Allentown has a wage—

(end of recording)