

By BRIAN W. LANGEN
Of The Telegram Staff

This November's political contest is probably the most unique sales campaign the 42-year-old sales manager of Radio Station WNEB, Edward T. Deedy, has ever engaged in.

The product, this time, is himself.

The knowledge Deedy has picked up in the radio business he hopes will help get his highly personal sales pitch across to the voters. But he feels he has a worthwhile product to sell and, if successful, Deedy is convinced he will be able to help the city of Worcester move toward the "new era."

Worcester, Deedy believes, is on the threshold of a rebirth which has already begun in Worcester center.

New Problems Coming

But with the change will come new problems and Deedy feels he can help solve them if elected to the council.

"If you look at the long range renewal program," he explained, "you will notice that it hits every area of the city except one — Main Street.

"Something must be done to prevent Main Street from becoming another Front Street in the future," the candidate declared. He said he has already spoken to business and commercial leaders about this possibility, and feels that plans should now be formulated to revitalize this section of the city.

Deedy feels he is running a "positive" campaign. Some of his ideas are specific and others, he says, will become more specific if he is elected.

Major points of concern to Deedy include:

- Hold taxes by broadening the tax base. The key to this, Deedy feels, is a manpower training program for the unskilled. He has already become involved in this program through the Manpower Com-

mittee of the Worcester Area Chamber of Commerce.

- Create a "liaison" between the colleges and universities and the city government. "We should take advantage of the talent available in the colleges and universities. Faculty members and college administrators should be appointed to city boards and commissions," he says.

- Hire business consultants to modernize and increase the efficiency of the city departments and operations. He also feels the need for a "full-time assistant to the manager (City Manager McGrath) is imperative. Who ever heard of a \$60-million corporation being run without strong assistants?" he asked.

- Tighten the municipal garbage collection program and establish a citywide trash collection program.

- Increase communication between city departments and agencies. He supports this idea by declaring there is a lack of communication now between the Worcester Redevelopment Authority and the city administration, and between the Housing Authority and city residents.

Deedy's idea of communication goes another step further.

If elected, he said, he would establish neighborhood groups throughout the city (probably seven since the city is made up of seven hills) with which he would meet "hopefully about once a month" to hear their problems.

Asked if he felt this would make him a sort of roving ward councillor, Deedy quickly said no.

"It would be a way to assure all the people that they are equally represented," he said. And, Deedy added, "I'm in favor of the present Plan E form of city manager-council government." Deedy has been endorsed by the CEA.

Deedy has lived in Worcester most of his life. He was graduated from St. John's High School and Holy Cross College.



The Candidate

Edward T. Deedy

City Council

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Although this is his first bid for elective office, he made a strong showing in last month's preliminary election, finishing 10th. Some observers attribute his success partly to his family background.

The personable salesman explained how it felt to sell himself for a change. "At first I thought I was being egotistical. But then I realized if I wasn't going to tell people I am qualified to represent them and I can do a good job on the council, who was going to?"

Deedy, who lives at 181 Whitmarsh Ave. with his wife and five children, added that he is running for office to fulfill a life-long ambition. This is something I've always wanted to do."

W-BIOGRAPHY

DEEDY, EDWARD T.

Deedy Was Ready And Also Waiting

31 Mar 1969

By LOUIS J. SALOME
Of The Gazette Staff

Despite a slight delay of about 17 months, Edward T. Deedy finally can say he was elected to the City Council on his first try for public office.

But the soft-spoken Deedy, who tomorrow will replace Gustaf Coontz on the council, has not been hanging by his thumbs waiting for an opening.

"I had resolved that I would run this fall and win but I never expected to go in now," Deedy said.

Deedy will still run in this year's city election, but he'll have the advantage of being an incumbent councillor without being too closely connected to council activities of the past two years.

Deedy's surprise entry on the council is due to Coontz surprise resignation of last week. As the 10th place finisher in the 1967 council election, Deedy is given first choice at filling a vacancy on the nine-member council.

Financial Conservative

Although the exact time has not been established yet, Deedy will probably be sworn in about 6:30 tomorrow night, before the City Council meeting.

A Democrat in the nonpartisan council, Deedy comes across as a conservative, especially in financial matters. Of average height and weight, the quiet father of five is distinguished by streaks of gray hair.

Admittedly, the 43-year-old sales manager for radio station WNEB is in a difficult position.

He joins the council in the



Gazette Photo by Frank H. James

The newest City Councillor: Edward T. Deedy

midst of budget discussions — in a year when the tax rate is expected to leap upward — and at a time when this year's election campaigning in the council is already off to its unofficial start.

It's a tough spot for a

rookie to begin. Like a freshman congressman, Deedy will be excused if he listens much more than he talks.

"I will probably do more listening and questioning, but I want to be heard in the next few months too," says Deedy.

W-Biography - Deedy, Edward

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THE CANDIDATES

By FRANK E. MAGIERA

Edward T. Deedy

When City Councillor Edward T. Deedy was not endorsed for re-election this year by the Citizens' Plan E Association, he scratched his head and wondered why.

He is "the same Ed Deedy" the CEA endorsed in 1967 and again in 1969, he insists.

Deedy felt a little better when he placed fifth in the Sept. 14 primaries. And when the official vote was tallied he moved up a notch to fourth place with 9,973 votes and he wondered if the endorsement was really that important after all.

"I guess I showed them it wasn't," he said.

Deedy keeps a running list of the things he does consider important.

"The tax rate," he said, "if it keeps increasing as it has, property values will naturally tend to decrease.

Main Street merchants alive. They have been supporting the city for many years and we should not abandon them now."

On Schools

Deedy said he also favors an extensive school rehabilitation program, especially in the elementary schools.

He said there is plenty of room in Worcester for "new blood," particularly new industries.

"We need more new industries with a what's-good-or-Worcester-is-good-for-us attitude," he said. He encourages youth to participate in city government but nevertheless feels college students should vote in their home towns rather than in the community where they go to school.

"It's not a matter of denying them a vote. It's just asking them to vote where their roots are — where their major interest is more likely to lie."

Despite missing the CEA endorsement, Deedy is a strong supporter of Plan E government.

"Council-manager government is sound, efficient and effective," he said. He does not believe the system neglected by city officials. They are worried about the condition of their streets, the lighting and the recreational facilities. These are important."

Needs to Reorganize

Deedy also feels there is a need to reorganize some of the city departments to improve their efficiency.

"You can't run a city today as you did 20 years ago," he said. He said some reorganization should come particularly to the Police Department.

"On a trial basis we should install police precincts in some of the remote sections of the city, like Great Brook Valley. The police would be right there when the people need them. There is also a necessity for better training of policemen."

He thinks the county commissioners should reconsider their approval of the Summer Street jail site for a new police station.

"Worcester pays about 40 per cent of the county taxes. I think we are justified in asking for preferential treatment," he said. "That site is not on the tax rolls. It



Edward J. Deedy

...the Chamber of Commerce would like to see the industrial complex ... move the ... motor pool on Lambert Street and ...

On Schools

Deedy also favors a regional ... recycling ... He wants better street ... especially in the Kelley ...

Deedy sees a need for a massive public ... by city officials to "sell" the city's ... residents as well as outsiders.

He said a special effort will be needed to ... Main Street merchants alive. They have been ... the city for many years and we should not ...

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"Council-manager government is sound, efficient and effective," he said. He does not believe the system would collapse without City Manager ...

"The city manager has ... Deedy said. "But there are many people in Worcester who are capable and qualified to ... willing to investigate all alternatives to Plan E ... consideration for the best interests of the people of the city."

Deedy also favors a ... non residents who work in the city. He said ... help support services that ... which are now ...

Deedy is 45 years old. He is vice-president and ... of radio ... WATB.

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Deedy, Edward J.

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Deedy Says He Finds Campaign Too Negative

By LINCOLN R. McKIE JR.

Of the Telegram Staff

57-7-OCT-13

Edward T. Deedy stresses the positive when he talks politics. The negativism in this campaign disturbs him.

The councillor worries about the "many erroneous and irresponsible statements" he hears from other candidates, the news media and the electorate.

With the inclination he has to look on the bright side, Deedy declined an opportunity to name the council hopefuls who use "inaccurate" information as a political ploy.

When asked which candidates he preferred to voters to keep off the City Council for the next two years, Deedy said, "I look at all the candidates as acting in their own way in the best interest of the city of Worcester. I have no intention of criticizing any other candidate for office and what he or she is saying."

City Manager Needed

What Deedy views as unfounded assertions by some candidates have caused a "misunderstanding" about the function of a councillor, he said.

"We cannot manage the (city) manager," Deedy said.

At least one first-time candidate has urged in political ads that the council should "manage the manager."

The council serves as the city's legislature. The Plan E form of council-manager government forbids the council from interfering with the manager, the city's chief executive, Deedy noted.

And he insists Plan E, "if properly understood, is an effective form of overnment."

Deedy has served as a councillor under Plan E since 1969. He joined the council in April that year, filling the vacancy left by the resignation of Gustav Coontz. Deedy improved a 10th-place finish in the 1967 council race, his first, by placing sixth in the 1969 election. He is seeking his third straight two-year term this year.

Support for McGrath

Deedy promises continued backing for City Manager Francis J. McGrath "as long as he is physically able and willing to hold the position."

Deedy praised McGrath's

"expertise," and said the city manager learned to perform his job well through "hard knocks."

Because of the Plan E set-up, Deedy said, he can express disagreements with McGrath's policies "through my vote" on the council.

This check-and-balance between the manager and the council is Plan E's strength, Deedy said. Old forms of city government — with mayors subject to voters' whims and councillors beholden to ward heelers — meant "deals could and would be made," Deedy said.

Although Deedy would consent to formation of a charter commission, he thinks the changes it proposes must prove "tailor-made" to Worcester's needs.

Control Over Appointments

He would like the council, however, to exercise more control over all board and commission appointments currently made by McGrath alone. Council intervention, perhaps possible through state legislation, might produce a "greater turnover" of appointed officials, Deedy said.

If re-elected, Deedy pledges to continue seeking ways to save the city money. He noted that through a consultant he contacted, changes were made in the Franklin Square municipal parking garage that cut its cost by \$400,000.

During the next two years, the 48-year-old station manager of radio station WNEB wants to keep applying his business experience to revenue-generating plans such as regional support for services Worcester offers surrounding communities.

'Housekeeping' Costs

If outsiders shared with Worcester taxpayers the cost of Worcester Airport and Worcester Auditorium, the city could more easily afford to improve its "municipal housekeeping" without increasing taxes, Deedy believes.

But, he also believes an increase in taxes is justified to improve "housekeeping" items such as street lights, sewers and sidewalks for a total uplift of Worcester's image.

I'm sensitive to the fact that Worcester is losing its image as the central city of New England," Deedy said. He wants to reverse that trend — positively.

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