

For Release 6 p.m. Saturday, January 9

Haydon Burns, Mayor of Jacksonville for the past 11 years, announced today that he will seek the governor's chair in the coming election.

Burns, who has gained national prominence as a businessman-public official, said he will run "because people throughout the entire state have suggested that the experience gained in building the Jacksonville Story would be extremely valuable in creating an all-Florida Story of progress through payrolls, industry, improvements and development."

The "Jacksonville Story", condensed to a slide-supported speech, was originally prepared and presented by Mayor Burns before the California State Chamber of Commerce at San Francisco. Its second presentation was before the national convention of the United States Chamber of Commerce Managers, attended by representatives from 689 American cities. It has since been viewed in 138 communities throughout the country. The story depicts a five-year program of over \$200 million of new industry and re-development in Jacksonville, and includes 33 miles of expressway systems which will be completed by midsummer 1960, a completely revamped, new and attractive waterfront boasting the 22-story Prudential Insurance Building, the 17-story Atlantic Coast Line railroad building, the largest Sears store in the world, a municipal auditorium, nearly 2,000 off-street parking spaces, a new city hall and a new county courthouse. The program covers a wide range of improvements such as a new baseball park, a sports coliseum, the expanded Gator Bowl football stadium, sewerage treatment plant, drainage and pavement of arterial highways and hundreds of new industries. The entire accomplishment, through the cooperation of local government and

industry and without federal aid, has brought acclaim as the outstanding free enterprise story of redevelopment for metropolitan communities.

"Teamwork, community spirit and sound business planning is the formula through which all progress must be achieved," Burns stated, "and leadership can only claim credit for the knowledge of how to develop this teamwork."

"My 11 years as Mayor-Commissioner under the form of government which is peculiar to Jacksonville and which exactly parallels our state government has, in fact, given me an 11-year apprenticeship for the job I now seek," Burns said.

Jacksonville's present Mayor-Commissioner-Council form of government functions similarly to that of the State government. The Mayor-Commissioner sits as the city's Chief Executive, with authority to recommend legislation and also with veto power over the Council, as does the Governor with the Legislature. He is also the permanent chairman of the City Commission, the administrative body, just as the Governor is chairman of the Cabinet, made up of other elective officials, all of them supervising the administrative functions of the State. This form of government provides an almost perfect system of checks and balances, which results in efficient governmental operations.

"Serving as Mayor-Commissioner of Jacksonville has afforded me the opportunity of being of service to some 447,000 residents of Duval County, who comprise one-tenth of the population of the state of Florida," Burns pointed out. "Jacksonville's current budget is one-sixth the size of the present budget for the whole state."

"In announcing my candidacy for the position of chief executive and administrator for the State of Florida, I am aware this is the highest position in the largest single business in the entire state. I feel that the public must necessarily consider each of the candidates' announcements as an application for this most important post, setting forth his experience, qualifications and proven capabilities, along with his record of dedicated and successful leadership. The people of my area have indicated their endorsement of my leadership and service in four elections, all resulting in first primary victories, the most recent being in April, 1959.

"Tangible evidence of our success and progress stands in steel and concrete on every side. It cannot be denounced by politicians or overlooked by even the most casual visitor to Jacksonville. For personal references as to character and integrity, I refer the people of Florida to the citizens of Duval County, who constitute 10 per cent of the state's population and who have voted me into the highest office they could bestow on four consecutive occasions."

Burns pointed out that Florida now has 4 $\frac{1}{2}$ million permanent population and this is increasing at the rate of 5,032 per week or more than one-quarter million each year. "Most of us are aware," he said, "that even now, because of this population pressure, this state is operating on deficit financing and is meeting its budgets only through the curtailment of essentials. With the one million additional new residents during the coming four years, we don't have to draw on our imaginations as to the conditions that will exist at the end of those four years, in the light of today's jam-packed schools, over-congested and death-dealing highways, totally inadequate

institutional facilities, over-burdened and under-staffed universities. Only a sound and strong business drive for economy, elimination of duplication, casting aside of non-essentials and prudent and diligent administration, will provide the services and facilities to sustain these over-growing masses of new residents.

Meeting and defeating these problems will require both the Governor and the Legislature, with the support of the people, to take a more realistic view of the entire picture of state financing. The key to the future is to bring our horse-and-buggy attitudes up to jet-age standards.

"As Governor, I shall stand firm in protecting homestead exemption and in opposing any plan of taxation, either present or proposed, in which administrative costs would be out of proportion to net contributions. Likewise, I shall vigorously oppose any proposed taxes which would penalize a single industry or group of citizens.

"Reapportionment is a major problem that has been laid over at the doorstep of the next Governor and Legislature. It is one that will have to be faced realistically, in the light of the state Constitution. I feel it cannot be approached successfully until an atmosphere of cooperation between Governor and Legislature has been achieved on many other pressing preceding problems which will face them.

"Reapportionment is of major importance, but what is more important is that the Governor be a person who is familiar with and sympathetic to the needs of communities. The State Legislature meets for only 60 days and then goes home for the balance of two years. During the 60-day active session, they appropriate funds according to fields of service. The administration of these funds during the remainder of the two years is the function of the

Governor and those elected to the cabinet.

Burns says he knows the needs of the communities throughout the state. "During the past decade I have worked with many elected officials and community leaders on numerous problems throughout the state. I am an active member and a past president of the Florida League of Municipalities. Not only from experience as Chief Executive of a major municipality but also from these statewide activities, I am most aware of the need for sympathetic understanding and actual assistance that must be extended by the State of Florida to the communities of the state.

"Expressway systems with modern overpasses, divided highways and limited access roads must be provided by the State Road Department in areas approaching and within cities. Only through positive state planning and building can we hope to find relief from stifling traffic congestion which presently is taking such tolls in life, property damage and virtual strangulation of downtown areas.

"Extension and improvement of Florida's road network is a must. However, the time-consuming, cost-accelerating duplications of the State Road Department must be eliminated and administrative costs brought more realistically in line with actual construction costs. Fantastic right-of-way costs must be slashed to more realistic values. Road specifications must be designed to be compatible with the varying soil conditions of the several sections of the state. The fact that Florida's highway construction is costing \$3 for \$1 in other Southern states emphasizes the need for strong and positive action if the interest of the public is to be protected and the needs of the state are to be met.

"Florida's attractiveness to our own residents as well as our visitors must be enhanced through a sound preservation and development program for the state's natural resources, making them attractive and available to campers, picnickers, outdoorsmen, boaters and fishermen.

School finances cannot continue to suffer handling on a legislature-to-legislature basis. Plant facilities and teachers' salaries require a more stable, long-range fiscal plan for our public schools. These plans must be geared to fluctuate with rising costs and ever-increasing enrollments.

"Florida's greatest hope for economic stabilization lies in her opportunity to develop industries and payrolls. While some sections of our state are now enjoying sound economic growth, there are other areas, particularly the smaller counties, whose economic picture is not so bright.

"It is my intention as governor to render through my staff individual advisory assistance to the businessmen committees in the communities of each of these areas and to lend my personal presence and efforts where needed.

"Florida must develop the fullest potential of her waterways and ports and protect and develop her commercial natural resources, in the fields of fishing, mining and forestry. Our state must be more aggressive in the development of aviation and other modes of transportation."

Burns' achievements have gained wide national and international recognition. He presently is serving on the six-man executive committee of the U.S. Conference of Mayors, and recently represented that organization on an overseas study of Radio Free Europe, and is also a member of the

executive committee of the American Municipal Association representing 13,000 American cities. In both these capacities, on many occasions he has been called upon to be spokesman for these organizations before Congressional committees considering national legislation affecting cities.

He has fulfilled seven missions abroad as an official delegate or spokesman for this country. These activities included serving as an official delegate to the Canadian Conference of Mayors and to the Inter-American Municipal Congress in Puerto Rico.

Burns has an intense interest in development of Latin American trade and relations. In this field, he has served as a member of the advisory board and for four years as a member of the 11-man board of directors of the Inter-American Center Authority in Miami, under appointment of three governors.

Burns, in addition to his public service, conducts his own businesses in Jacksonville. He is a principal in the second largest mechanical engineering-contracting firm in North Florida and continues his public relations and business consultants firm which was established more than 15 years ago. He has been recognized as a community leader for more than 25 years and held the distinction at the age of 27 of being the youngest director ever elected to the board of Governors of the Jacksonville Chamber of Commerce. He presently serves as a board member of Community Chest-United Fund, Jacksonville Safety Council, Tourist and Convention Bureau, Gator Bowl Association, United Service Organization and Boy Scouts of America and is most active in Jacksonville Area Chamber of Commerce and Downtown Council. He is a member of the University of Florida Alumni Association, Moose, Odd

Fellows, Elks, Woodmen of the World, Knights of Pythias and Jacksonville Morocco Temple of the Shrine and is a lifetime honorary member of Kahi Temple of Misai. He is a member of the Advisory Committee of the Sixth Naval District and also is an advisor on the staff of the Commanding General of Third Army Headquarters.

Myer Burns was the recipient of the Good Government Award in Jacksonville in 1957. In October, 1959, he was feted at a record-breaking testimonial dinner by the citizens of Jacksonville.

He was a naval officer in World War II and concluded his naval career on an assignment in the office of the Secretary of the Navy in Washington.

Burns was born March 17, 1912 -- St. Patricks Day -- at Louisville, Ky. He has been a resident of Jacksonville for 37 years.

He is married to the former Mildred Carlyon and they have two children, Eleanor and Bill. Eleanor is a sophomore at the University of Florida and Bill is a student at Landon High School in Jacksonville.

Burns has served as a member of the Board of Stewards of the Methodist Church for 25 years and the family has attended Seethside Methodist Church for many years.