

MEETING OF FRB SOLICITORS RE
TREASURY'S SHARE-IN FREEDOM CAMPAIGN
FOR THE PURCHASE OF U.S. SAVINGS BONDS

Bank Relations Conference Room
Federal Reserve Bank of Philadelphia

Monday, April 22, 1969

SUGGESTED TIME TABLE

FEDERAL RESERVE BANK OF PHILADELPHIA

SAVINGS BONDS CAMPAIGN

April 22	Monday	Solicitors meeting.
29	Monday	President's letter to all employes.
May 1-8	Wed-Wed	In Bank and department publicity and promotion build-up.
3	Friday	Solicitors meeting - distribution of campaign material.
6	Monday	President's letter to Officers in charge of various departments.
6	Monday	Company Chairman's letter to all employes.
7	Tuesday	Company Chairman's letter to solicitors.
9	Thursday	Solicitors initial contact with employes.
10	Friday	Clean up job by solicitors.
13	Monday	All returns reported, destination to be announced.
15	Wednesday	<u>VICTORY</u> meeting of solicitors.

SAVINGS BOND DRIVE, 1968

FEDERAL RESERVE BANK OF PHILADELPHIA

PHILADELPHIA, PENNSYLVANIA 19101

May 6, 1968

To All Employees:

The Treasury Department has launched a new United States Freedom Bond Drive. This Bank has been asked to join the campaign. As president, I pledged the Bank's cooperation. Now I should like to explain briefly my feelings about this.

Each of us is different in many ways. Some of us are the sole source of support for our families, others are single, or have working wives or husbands. We have different needs for goods and services; our earning power is different. Because of these and other differences, our spending and saving are also different.

Some of us spend all or nearly all of what we earn. Others save a fair proportion of what we make. This is fine, so long as we are doing what we want or what our individual situations cause us to do.

When we save, we don't all save in the same way. Some of us emphasize life insurance, others corporate stocks and bonds, and some of us save more in liquid forms such as bank deposits, savings and loan shares, and United States Savings Bonds. In any case, we each assess our own individual situation and save in a way that seems more appropriate.

Your investment in Savings Bonds and the new Freedom Share Notes, besides being a lucrative, secure way of saving and providing for the future, is a key element in the sound management of the public debt -- a stable factor in protecting the value of the dollar. Naturally, a stable dollar means greater domestic industrial growth and continued job opportunity and security.

A solicitor will call on you to make it easy for you to enroll in the payroll plan. But remember, it is entirely your own decision. There is to be no pressure and no persuasive solicitation. Only you know if you should buy Savings Bonds through the payroll plan.

Karl R. Bopp

President

(The Chairman of the Drive was James H. Muntz. This letter was mailed to the home address of all officers and employees.)

FEDERAL RESERVE BANK OF PHILADELPHIA

PHILADELPHIA, PENNSYLVANIA 19101

OFFICE OF THE
PRESIDENT

May 24, 1968


TO ALL EMPLOYEES:

I am happy to report the results of our 1968 Share-in-Freedom Campaign for the purchase of United States Savings Bonds.

We have 851 members on our staff. Everyone was given a free choice. Sixty-one of those already on the Payroll Savings Plan took the initiative to increase their deductions. Of the 504 individuals not on the plan, 164 joined during the Campaign.

In summary, 511 or 60 per cent of the entire staff are now on the Payroll Savings Plan.

Sincerely,



Karl R. Bopp,
President