

PRESS CONFERENCE AND LUNCHEON

BUILDING PLANS FOR A NEW FEDERAL RESERVE BANK
INDEPENDENCE MALL DEVELOPMENT AREA

March 20, 1969

PROPOSED SCHEDULE
Press Conference and Luncheon
Federal Reserve Bank of Philadelphia
Whittier Room - 6th floor
Thursday - March 20, 1969

11:30 - 12:00	Press and TV set up equipment.
11:45 - 12:15	Mayor Tate will meet with Chairman Winn and President Bopp for briefing.
12:15	Press Conference - David C. Melnicoff, Senior Vice President of the Reserve Bank welcomes press and guests and introduces Mayor Tate and others at the Head Table.
12:20 - 12:30	Remarks by Mayor Tate.
12:30	Mr. Melnicoff introduces Karl Bopp.
12:30 - 12:35	Brief remarks by President Bopp.
12:35	Questions
12:45	Luncheon

(It is proposed that TV cameras be set up in the Whittier Room to permit TV coverage of the entire conference. This and the subsequent question and answer session should eliminate the need for personal interviews.)

PRESS CONFERENCE AND LUNCHEON

FEDERAL RESERVE BANK OF PHILADELPHIA
Whittier Room, 6th floor
Thursday, March 20, 1969

*Mar. 20, 1969
Your honor Ltg.
Plan to participate in (d.)
renaissance / Ind. Hall
No closer - as crew - apyjin for
but nearer 10th B
merit
Completed for Bicentennial
Jacobs real estate
\$180 show this Bldg
Source of objective information*

HEAD TABLE

The Honorable James H. J. Tate
Mayor of Philadelphia

Karl R. Bopp, President
Federal Reserve Bank of Philadelphia

Willis J. Winn, Chairman of Board
Federal Reserve Bank of Philadelphia

Robert N. Hilkert, First Vice President
Federal Reserve Bank of Philadelphia

William L. Day, President
Old Philadelphia Development Corp.

David C. Melnicoff, Sr. Vice President
Federal Reserve Bank of Philadelphia

Francis J. Lammer, Executive Director
Redevelopment Authority

Edmund N. Bacon, Executive Director
City Planning Commission

GUEST LIST

CITY GOVERNMENT

William A. Costello
Edward G. Bauer, Jr.
Fred T. Corleto

CITY COUNCIL

William A. Cibotti

CITY PLANNING COMMISSION

Edward J. Martin

REDEVELOPMENT AUTHORITY

Mrs. Goldie Hoffman
Walter D'Alessio
Clarence G. Alhart
Francis J. Myers
Joseph T. Turchi
Joseph M. Egan, Jr.
Joseph Leonard
Saul Schraga

REDEVELOPMENT AUTHORITY (contd.)

Edward Hennick
Frank Delahanty
Robert Costello

LOCAL DEPT. OF HOUSING & URBAN
DEVELOPMENT REPRESENTATIVES

Harry M. Sharrott
Barry V. Riebman
Edward J. McCarron
Rawland Eng

REALTORS

Richard B. Herman
Ronald K. Porter

PHILA. 1976 BICENTENNIAL CORP.

Robert McLean, III

GUEST LIST CONTINUED

INDIVIDUALS

Chester Brooks
Hon. Edwin O. Lewis

REPRESENTATIVES FROM CHAMBER
OF COMMERCE

Joseph P. Bracken

MEDIA

Frank Tooke - KYW-TV

Nelson Cohen, KYW-RADIO

Norman Faston, WCAU-TV

Oscar B. Teller - Phila. Inquirer

Daniel O'Leary - Bulletin

Ray Wise - Daily News

Oliver Bunting or Robert Brown
Eastern Banker

REPRESENTATIVES - FEDERAL RESERVE BANK

Edward A. Aff, Vice President
Hugh Barrie, Vice President
Joseph R. Campbell, Sr. Vice President
D. Russell Connor, Asst. Vice President
Norman G. Dash, Vice President
Ralph E. Haas, Vice President
Hiliary Holloway, Asst. Counsel
William A. James, Vice President
James V. Vergari, Sr. Vice President &
General Counsel
Samuel J. Culbert, Bank Services Officer
George C. Haag, Public Information Officer
G. William Metz, Vice President &
General Auditor
Adam Arnold, Dept. Head, Building
William F. Staats, Sec. and Senior Eco.

DIRECTORS - FEDERAL RESERVE BANK

Lyle H. Duffey
Bayard L. England
~~Philip H. Glatfelter, III~~
Robert D. Yarnall, Jr.

MEMBER OF FEDERAL ADVISORY COUNCIL

George H. Brown

FEDERAL RESERVE BANK OF PHILADELPHIA
PHILADELPHIA, PENNSYLVANIA 19101

FROM: Federal Reserve Bank of Philadelphia
10th and Chestnut Streets
Philadelphia, Pennsylvania 19101

CONTACT: George C. Haag
Walnut 2-5900, Ext. 420

PRESS CONFERENCE - LUNCHEON

MEMO TO NEWS AND PICTURE DESKS -- RADIO AND NEWS

SUBJECT: Announcement of plans for the redevelopment of a major parcel of the Independence Mall Redevelopment Area by the Federal Reserve Bank of Philadelphia.

TIME: 12 noon, Thursday, March 20, 1969

PLACE: Whittier Room, 6th floor, Federal Reserve Bank of Philadelphia, 10th and Chestnut Streets, Philadelphia, Pennsylvania.

PRINCIPALS: Mayor James H. J. Tate; Willis J. Winn, Chairman of the Philadelphia Reserve Bank's Board of Directors; Karl R. Bopp, President of the Federal Reserve Bank of Philadelphia and Gustave Amsterdam, Chairman, Redevelopment Authority.

NOTE: Luncheon will follow the press conference. The entire program will not exceed one hour and thirty minutes.
Please respond by phone if you plan to attend.

NEWS RELEASE

FEDERAL RESERVE BANK of PHILADELPHIA
PHILADELPHIA, PA. 19101
DEPARTMENT of PUBLIC INFORMATION

PHONE: 215 - WALnut 2-5900, Ext. 420

PLEASE RELEASE MARCH 20, 1969

RESERVE BANK PLANS MOVE

Mayor James H. J. Tate announced today that the Federal Reserve Bank of Philadelphia, presently located at 10th and Chestnut Streets, will construct a new headquarters on a three acre site located on the north side of Arch Street between 6th and 7th Streets, facing Independence Mall.

The building will be a multi-million dollar development comprising office, banking, and high security vault facilities. The size will probably exceed a total of 600,000 square feet of space.

- more -

Karl R. Bopp, president of the Reserve Bank stated that the Bank is pleased to be a part of Philadelphia's urban renewal program. Independence Mall, he said, is an ideal location for Federal Reserve headquarters, permitting easy access to the business and banking community, while providing a symbolic link with the nation's monetary history. He thanked the Redevelopment Authority of the City of Philadelphia, the Old Philadelphia Development Corporation and the City Planning Commission for their assistance and cooperation in making the redevelopment project possible.

The Federal Reserve Bank will join the growing list of major corporations and government agencies which have decided to locate in Independence Mall, including Rohm and Haas, KYW-TV, the Continental Insurance Companies, Federal Court House and Office Complex and the United States Mint.

David C. Melnicoff, senior vice president of the Bank and chairman of its building committee said that the Bank is now in the process of selecting an architect for the design of the structure.

1971 is the target date for the beginning of construction.

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