



Society Hill Newsletter

VOL. 2 NO. 2
MAY, 1966

NOTES AND COMMENTS ON THE GOOD LIFE AT SOCIETY HILL

MRS. LYNDON JOHNSON INVITED TO ACCEPT SECOND ANNUAL SOCIETY HILL WEEK MEDAL

Mrs. Lyndon B. Johnson, first lady of the nation, has been invited to accept the Second Annual Society Hill Week Medal during the civic event, June 4-12.

During her visit to Society Hill, Mrs. Johnson has also been invited to dedicate the 18th century garden of the Philadelphia Horticultural Society. The awarding of the medal and dedication of the garden are tentatively scheduled for "Beautification Day," Friday, June 10. Program details will be announced soon.

Among the other activities planned for Society Hill Week are special tours, unique exhibits, important programs and a wide variety of events scheduled "just for fun."

Richardson Dilworth, chairman of the week long celebration, says the preliminary calendar of events includes something special for every member of the family.

"This year's Week promises to be bigger and better than any part of last year's celebration," Mr. Dilworth emphasized. He urged everyone to mark their calendars now to keep the dates open.

On Saturday, June 4, a sneak preview of the Week will be highlighted by an "Antique Flea Market" at historic Head House. Directed by Mrs. J. Carson and Dr. R. Jones, the market will feature the sale of a valuable assortment of antiques to be presented by an invited list of dealers. "Elfreth's Alley Day," with open houses and colonial costumes, will help add to the festive flavor on the same day.

Opening Day, Sunday, June 5, special church services will be held in Society Hill. The "Antique Flea Market" continues for a second day. Co-chairmen of this extra special day are F. S. Roberts and Rev. Joseph Koci, Jr.

Business and Industry Day, Monday, June 6, will see tribute paid to some of Philadelphia's oldest businesses, many of which got their start in Society Hill. Program Chairman Dr. F. B. Baldwin says a nationally prominent speaker will be featured at the Gimbel's luncheon.



Pennsylvania Hospital Day, co-chaired by Mrs. R. Gill and Mrs. J. Klutz, will be an all-day affair on Wednesday, June 8.

Chairmen of "Beautification Day" on Friday are Mrs. E. Ballard and M. O. Anderson.

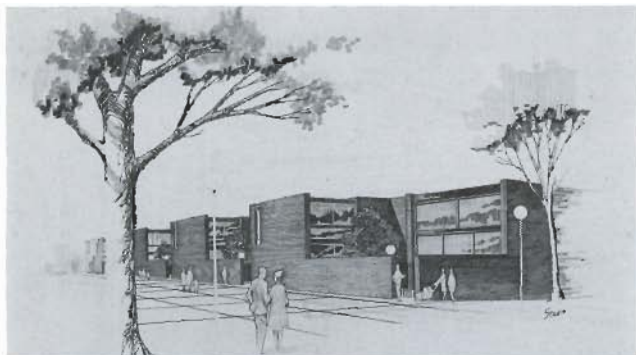
A "Colonial Fair" will be held on Saturday, June 11, under the direction of R. Alotta and Ted Newbold. The spotlight will fall on old-fashioned fun for the kids and a bushel basket of other activities.

BINGHAM COURT TOWNEHOUSES UNDERWAY TO BE READY FOR FALL OCCUPANCY

Bingham Court, Society Hill's newest group of townhouses, will be ready for occupancy in September.

Jack Feldman, developer of the project, says that a furnished sample of the houses is scheduled for completion by July.

The I. M. Pei designed structures, located on a site surrounded by Third, Fourth and Spruce Streets and Willings Alley, will feature three basic styles. Each unit will have individual air-conditioning, private garden, glare-reducing tinted glass windows, and basement. The completely fireproof houses will be constructed of the same style brick as that used on the Society Hill Townhouses, also designed by Mr. Pei.



Jackson-Cross Company, exclusive leasing agent for Bingham Court, says that additional information about the townhouses can be obtained by calling Mr. Guglielmo at LOcust 7-1505.

SOCIETY HILL CHATTER

Last month's meeting of the Society Hill Civic Association was a booming success. The attendance included 20 new members. Projects of the group include efforts of a committee to attract a branch of the Free Library to Society Hill. Persons interested in this particular program should contact Mrs. Harold Gilbert at Market 7-4360. The Association's new mailing address is 503 Pine St.

SOCIETY HILL NEWSLETTER

Published periodically by Alcoa Properties, Inc. in the interest of the Society Hill community. Material should be sent to The Editor, Society Hill Newsletter, 210 Locust Street, Philadelphia, Pa. 19106.



JACKSON-CROSS NAMES NEW PRESIDENT

Jackson-Cross Company recently announced the election of Ronald K. Porter as president and chief executive officer.

Mr. Porter replaces Boyd T. Barnard who was elected to the newly-created position of chairman of the board after serving as president of the company since 1950.



Ronald K. Porter



Boyd T. Barnard

In other organizational changes, Jackson-Cross officials elected John P. Dolman and Charles F. Seymour to posts as senior vice presidents, and Frederic C. Wheeler and Harry R. Grace as vice presidents. Donald B. Cook was named secretary and Nicholas Rodia, treasurer.

The 90-year-old Philadelphia realty firm is the agent for a number of Society Hill properties, including the Society Hill Townhouses and Shopping Center.

JEFFERSON HOSPITAL FAIR HELD MAY 7

Colonial atmosphere abounded during Jefferson Hospital's second annual "Old Market Fair," Saturday, May 7.

Women in costume selling a variety of wares, a town crier and 'Lavender Lady' took part in the event staged to raise funds for the institution's nursery program.

SOCIETY HILL WEEK PLANS (Continued)

On Sunday, June 12, visitors can relax, and tour America's most historic area at their leisure.

Plans are also being made for special programs at Society Hill Towers every evening of Society Hill Week.

An added treat will be an old-fashioned ice cream parlor, to be operated by Abbott's Dairies during the entire celebration.

NATIVE PHILADELPHIAN LIKES MANAGING SOCIETY HILL TOWERS



William T. Stewart says he is "thoroughly enjoying" his transition from Alcoa sales to manager of Society Hill Towers.

Mr. Stewart recently returned to his native Philadelphia after a 14-year sales career with Aluminum Company of America that started immediately after his graduation from Dartmouth College.

"I'm overwhelmed by the changes that have occurred in the city," Mr. Stewart said. "Exciting is the only word I can use to describe the amazing redevelopment of the center city area. It's something you can really appreciate when you've been away."

In his new job, Mr. Stewart hopes to develop a "close relationship" between resident and management.

"We want to make ourselves available to the resident, improving our services, handling all problems that arise. We are looking forward to playing an important role in the growth of the Society Hill community."

The Stewarts—Bill, Sally and three youngsters—live at Society Hill Townhouses.

VISIT SOCIETY HILL TOWERS

Samples furnished by Strawbridge & Clothier. Open daily, 10 a.m. to 6 p.m., 2nd & Locust Streets. Call Bob Kulp, WA 5-5008.

SOCIETY HILL TOWERS POOL READY FOR SUMMER SEASON

Swim fun begins at the Society Hill Towers pool on Memorial Day weekend. The first "splash down" of the season is scheduled for May 28.

W. T. Stewart, manager of the Towers, announced that the pool area, cabana, and dressing rooms will feature colorful new appointments, thanks to an early spring "face lifting."

While the pool is primarily available for Towers residents, Mr. Stewart says a limited number of non-residents living in the Society Hill area will be admitted to the pool. "Applications for 'outside usage' will be accepted on a first come, first served basis," he explained.

Persons interested in obtaining memberships should call Society Hill Towers, at Walnut 3-4105.

The pool, located at 220 Locust Street, will be open from 12:00 Noon to 8:00 p.m. on weekdays and from 10:00 a.m. to 8:00 p.m. on Saturdays, Sundays, and holidays. Swimming for adults only will be featured after 4:00 p.m. Saturday and Sunday.

SOCIETY HILL RESIDENT ELECTED COUNCIL OF CHURCHES PRESIDENT



Stanhope S. Browne, Society Hill Towers, has been elected president of the Greater Philadelphia Council of Churches.

Mr. Browne, 34, is the youngest of five laymen to ever head the cooperative church agency. Comprised of representatives from 600 Congregations, the Council includes 28 Protestant and Orthodox communities.

An attorney, Mr. Browne is also chairman of the Committee to Preserve Philadelphia's Historic Gateway, a group working for approval of a cover on the Delaware Expressway where it runs through Society Hill.

BASKIN SCULPTURE DEDICATED AT SOCIETY HILL TOWERS PLAZA



Bill Sells and Carl Tyler of Alcoa discuss dedication ceremonies with Leonard Baskin, sculptor.



Pat Stanton, President of the Poor Richard Club presents Silver Medal Award for Alcoa's contributions to the growth of Society Hill to John D. Harper, President, Alcoa.



Gustave Amsterdam, Chairman, Redevelopment Authority; John D. Harper, President, Chief Executive Officer, Alcoa; Paul D'Ortona, President, City Council; Leonard Baskin, sculptor; and R. Sturgis Ingersoll, Chairman, Board of Trustees, Phila. Museum of Art, standing in front of Baskin's work, "Bird."

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