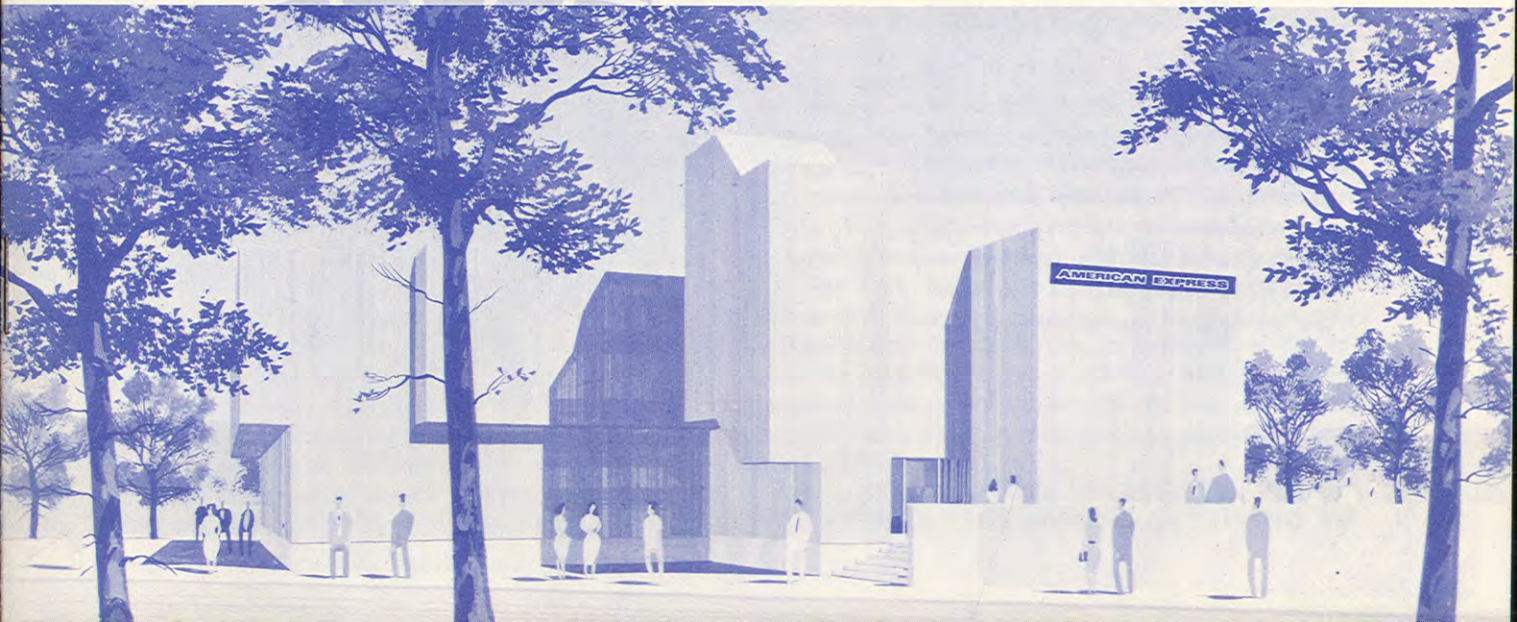
OCTOBER 11, 1963

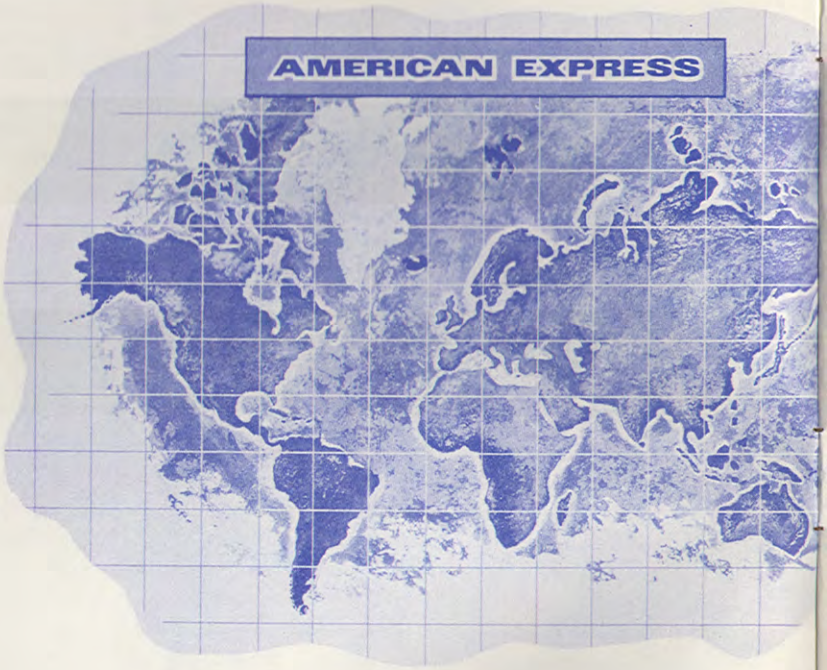
AMERICAN EXPRESS

World Press Announcement Ceremony at the New York World's Fair 1964-1965



COVER:

The American Express Exhibit at the Fair will offer a multitude of services to Fair visitors: a 54-foot replica of the Fairgrounds will serve as an orientation center, and Fair and travel information services will be available. The three-storied pavilion will be constructed mainly of white oak. The architects are Kelly & Gruzen, and the contractors are the Fuller Construction Company.



Excerpts from transcription of remarks made by American Express Company and Fair officials at the world press announcement ceremony for the American Express Exhibit at the New York World's Fair, October 11, 1963.

DR. ROBERTO de MENDOZA [Deputy Chief of Protocol]: Mr. Clark and officials of the American Express Company, Mr. Moses, distinguished guests, ladies and gentlemen. This morning we shall witness a momentous event. From this site on which will rise the American Express Pavilion, the first telecast message will be sent throughout the world, directly from the New York World's Fairgrounds to more than 300 offices of the American Express Company. It is hoped that acknowledgments to the message will be received before the conclusion of this significant ceremony.

Our first speaker joined the American Express Company in 1945, after leaving the Navy with the rank of Lieutenant. He is a graduate of Stanford University, of Columbia University Graduate Business School, and of the Harvard Law School. He is president of Wells Fargo Company and director of several other important companies and is very active in civic activities which include among others, directorships in the New York Convention and Visitors Bureau and the New York World's Fair Corporation. And this year he is president of the International Golf Association. I have the honor to present the president and chief executive officer of American Express Company, Mr. Howard L. Clark.

MR. HOWARD L. CLARK [President of American Express Company]: Mr. Moses, Dr. de Mendoza, ladies and gentlemen. We are terribly pleased and complimented to have all of you here with us at these ceremonies at which we are announcing the American Express Pavilion at the New York World's Fair 1964-1965. In one way or another, American Express has participated actively in every United States exposition going back to the Chicago World's Fair of 1893, and maybe before that.

But this Fair we consider something different. We are all convinced that this World's Fair will prove to be the most comprehensive, varied and exciting exposition ever to take place, either in this country or abroad. Therefore we're going to do everything we possibly can to help make the New York World's Fair an unqualified and unique success with maximum attendance from abroad as well as from within this country. As an indication of this resolve, we have here on the platform a teletype machine connected with our offices around the world— 300 of them. We have set up on this machine a message to these offices which I want to read.

It says: TO ALL OVERSEAS OFFICES OF AMERICAN EXPRESS. THIS MESSAGE IS COMING TO

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YOU BY DIRECT WIRE FROM THE SITE OF THE AMERICAN EXPRESS PAVILION AT THE NEW YORK WORLD'S FAIR 1964-1965. AT OUR CEREMONIES HERE TODAY WE ARE OFFICIALLY ANNOUNCING OUR PARTICIPATION IN THE FAIR. BY THIS MESSAGE, I ASK YOU TO ACCELERATE IMMEDIATELY AMERICAN EXPRESS' CAMPAIGN TO PROMOTE ATTENDANCE AT THE FAIR FROM ABROAD. BECAUSE OF ITS WORLDWIDE STRUCTURE, AMERICAN EXPRESS CAN PLAY A UNIQUE ROLE IN HELPING THE FAIR ACHIEVE ITS OBJECTIVES. THIS IS IMPORTANT TO BOTH THE FAIR AND TO US. THE WORLDWIDE AMERICAN EXPRESS COMMUNICATIONS NETWORK WHICH BRINGS YOU THESE WORDS WILL BE AVAILABLE TO SERVE VISITORS ALL OVER THE WORLD IN TRANSACTING THEIR FINANCIAL AND TRAVEL BUSINESS. OUR WORLD'S FAIR PAVILION THUS BECOMES ANOTHER TRULY INTERNATIONAL OFFICE OF AMERICAN EXPRESS.

That message will go out now. We hope that before these ceremonies are over we receive at least one answer from abroad.

In concluding, I do want to pass on to Mr. Moses my own sincerest good wishes, and those of everyone at American Express, for a uniquely successful and distinguished World's Fair. We know it's going to be all this and more. And in this spirit, we shall give it all the backing we possibly can. Thank you very much.

DR. de MENDOZA: Thank you, Mr. Clark. Few among our distinguished guests can have appreciated and enjoyed more than our next speaker, the impressive ceremony we have just witnessed. His interests are as wide and varied as the innumerable services he has rendered to the public, in a brilliant career studded with great achievements. And this first world-wide telecast from the Fairgrounds is one more and most important step toward the achievement of the grandiose and complex reality that will be this World's Fair, so close to his heart. I give you the president of the New York World's Fair Corporation, the Honorable Robert Moses.

MR. ROBERT MOSES: Friends of the American Express and of the Fair. There's a good deal of significance in the location of this particular exhibit. It's at the main entrance— a large proportion of all the people who come to the Fair will pass by here. And it has two main purposes: one has been emphasized by the previous speaker, and I suppose I would put that first — to attract people from all over the world and get them to come here. This isn't easy to do and it takes an organization like the American Express to do it.

It's not too difficult to explain to people abroad, with all the modern media of communication, that there is a Fair here and that it would be a wonderful thing to go. But it's that question of transportation and cost and all

Mr. Howard L. Clark, president of American Express Company, speaking at American Express World Press Ceremony at the Fair. Mr. Robert Moses, Fair president, and Dr. Roberto de Mendoza, deputy chief of Protocol at the Fair, are at right.

that sort of thing. And that's one of the things we've been trying to work at, to make it easier for people to get here; make it less expensive for them to get here; facilitate their getting into the country through customs and immigration, on a temporary basis.

Well, that's one of the objectives — to bring people here from abroad, and that's something the American Express can do superlatively well. There's another thing — one reason we were so anxious to have this particular facility at this location is because so many people will come in here, and it gives us an opportunity to move over here the big model of the Fair that is now in the model room, so that visitors to the Fair can come into this American Express building and see it — it's illuminated, it's a faithful reproduction and scale model. They can see what is in the Fair and they can make up their minds what they want to see.

This building, as you can see, happens to be right on top of the post office. Those of you who have time might go over there and look at it — a remarkable building — it was done in jig time by the Fuller Company, ahead of schedule. We supplied the building, but the U.S. Post Office supplied the interior and all the gadgets. This is the latest thing in post offices. When the Fair is over all of the interior work, all of the gadgets, all of the machinery, will be moved somewhere in this metropolitan area and used.

There's a very close relationship between the mail here

Discussing the 54-foot replica of the Fairgrounds, are: Mr. James A. Henderson, vice president, American Express; Mr. Ralph T. Reed, chairman of the Executive Committee, American Express; Mr. Robert Moses, president of the New York World's Fair; and Mr. Howard L. Clark, president of the American Express Company.

and what the American Express does, so we are very happy that you're here. You're a little late in starting but that I don't think is going to make any difference. You'll get this thing done. This structure will be finished on time — must be finished on time. And it will be. And the Fair will open on the 22nd of April. All I can do is repeat that I'm delighted that you are here. Thank you.

DR. de MENDOZA: Ladies and gentlemen, the first acknowledgement to the message sent has just been received. It's addressed to CLARK PRESIDENT and the text: MESSAGE FROM WORLD'S FAIR RECEIVED. DELIGHTED TO LEARN OF AMERICAN EXPRESS PAVILION. ASSURE YOU OF OUR ALL-OUT CO-OPERATION TO PROVIDE MAXIMUM ATTENDANCE AT WORLD'S FAIR FOR GREAT BRITAIN AND IRELAND. signed ELIOT Vice president and general manager.

I should like now to have the honor of presenting some high officials of American Express Company. Mr. Ralph T. Reed, chairman of the executive committee, and formerly president of American Express.

MR. RALPH T. REED [Chairman of Executive Committee, American Express Company]: Thank you very much for the honor of being here with Mr. Clark and Mr. Moses and all of our associates. I look back to the World's Fair of years ago when Dick Taylor and I used to roam these paths day and night with the chairs that you are operating. We're not doing it this time. But I'm

sure with this building, we're going to have the publicity which we would like, and I think we are going to be able — in fact I know we are going to be able to bring people here from all over the world. And we'll try to help Mr. Moses put this thing over in a big way. Mr. Moses, we appreciate everything you've done for us. Thank you very much.

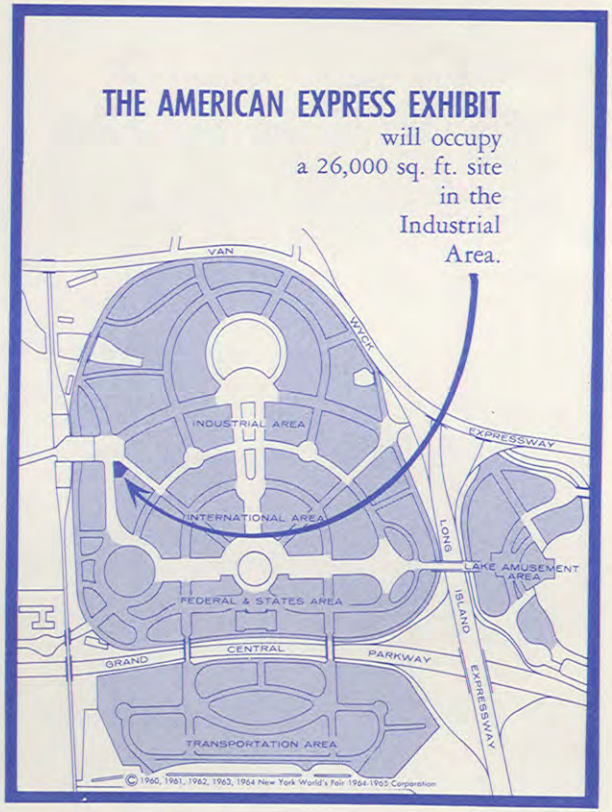
DR. de MENDOZA: Thank you, Mr. Reed. Now I should like to present Mr. Robert R. Mathews, senior vice president and director.

MR. ROBERT R. MATHEWS [Senior Vice President and Director, American Express]: Thank you Dr. de Mendoza. I think everything has been said about our pleasure at being here and how much we are looking forward to our association with the Fair next year. Thank you.

DR. de MENDOZA: Thank you, Mr. Mathews. Mr. Clark B. Winter, vice president and treasurer.

MR. CLARK B. WINTER [Vice President and Treasurer, American Express]: In the interests of time and because of all these workmen here, I'll just wave my hat.

DR. de MENDOZA: Mr. George W. Waters, vice president, Credit Card Division; Mr. John D. Stewart, vice president, Travel Division; Mr. James A. Henderson, vice president, Travelers Cheque Division; Mr. Robert D. Beals, executive vice president, Wells Fargo & Co.; Mr. Everett Hicks, vice president, International Freight Division; Mr. Winfield K. Reynolds, vice president, Money Order Division.



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