

October 4, 1963

Mr. Arnold Belasco  
Director of Advertising  
Mosler Safe Company  
320 Park Avenue  
New York, New York

Dear Mr. Belasco:

I have been in touch with Mosler's district office in Chicago, as well as Paul Anderson of your office, regarding the Illinois exhibit at the New York World's Fair. It is our hope that Mosler will be able to participate in the Illinois exhibit and be identified with our efforts.

The State of Illinois will use as the theme of its exhibit the "Land of Lincoln." The exhibit, as it is now planned, will feature one of the most outstanding collections of Lincolnia outside of the Library of Congress and the Illinois Historical Library. As a part of the presentation of Lincoln the Illinois Commission has contracted with Walt Disney to produce "Great Moments with Mr. Lincoln"--a dramatization of some of Lincoln's greatest speeches and writings through the use of an audio-animated, life-size figure which has been perfected to an amazing degree. You may have heard some reports concerning this Lincoln figure and may already know that this is expected to be one of the most popular attractions at the World's Fair.

Since Illinois will be displaying some of the priceless documents and artifacts connected with Abraham Lincoln, such as an original manuscript of the Gettysburg Address, we are concerned that proper security be provided.

We would like to call on Mosler to provide the necessary safes and similar security devices for the protection of the important articles in the collection. Of course we would be delighted to provide proper identification and "credits" for Mosler within the exhibits. There are several ways in which Mosler can benefit from this participation through the publicity which will be focused on the "Land of Lincoln" Pavilion. You can be sure of our complete willingness to assist you in receiving all of the advantages from such cooperation.

I have enclosed a copy of the initial press release on the Illinois exhibit.



A. Arnold Eclasco  
Page 2  
October 4, 1963

We would appreciate your reaction to this proposal as soon as possible since our designer is now at the point where he is working out the specific details of the display elements and it would be helpful for him to be in touch with one of your engineers who could suggest the proper equipment.

I would be happy to discuss this with you at your convenience or provide any further background information which you may need.

Sincerely yours,

James A. Cassin  
Executive Director

JAC:imr  
Enc.

cc: Mr. Ralph G. Newman



Telephone: 752-4500

## The Mosler Safe Co.

320 Park Avenue - New York 22, N. Y.

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EDWIN H. MOSLER, JR., Chairman of the Board

JOHN MOSLER, President

MARTIN S. COLEMAN, Executive Vice President

October 11, 1963

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Mr. James A. Cassin  
Illinois Commission  
New York World's Fair  
160 North La Salle Street  
Chicago, Illinois 60601

Dear Mr. Cassin:

Thank you for your letter of October 4th. I appreciate your interest in asking if Mosler would like to tie in to the Illinois exhibit at the New York World's Fair.

We certainly would like to provide the necessary equipment for the protection of the important documents and articles connected with Abraham Lincoln. Before I can make any firm commitment it would be necessary for me to know just what would be required in the way of security alarms, safes, etc.

Just as an aside, we have provided a safe for the New Jersey Tercentenary History Mobile. In this instance we protect the original state charter in one of our units. I believe this is similar to what you have in mind.

Is there any way you can tell me what documents have to be protected; what is the size of each document; are there any special conditions that have to be met, etc?

Once I have these facts I'll be in a better position to see what is required.

There is a possibility I will be in Chicago soon and if I have the above information it might be worthwhile for us to sit down and discuss this.

Sincerely yours,

THE MOSLER SAFE CO.

*Arnold Belasco*  
Arnold Belasco

Director of Advertising

AB: jh

Builders of the famous U. S. Government Gold Storage Vaults at Fort Knox, Kentucky