

Dramatic sculpture symbolizes struggle between market bears and bulls.



# MUSEUM OF AMERICAN FINANCE

## Opens at Historic 48 Wall Street

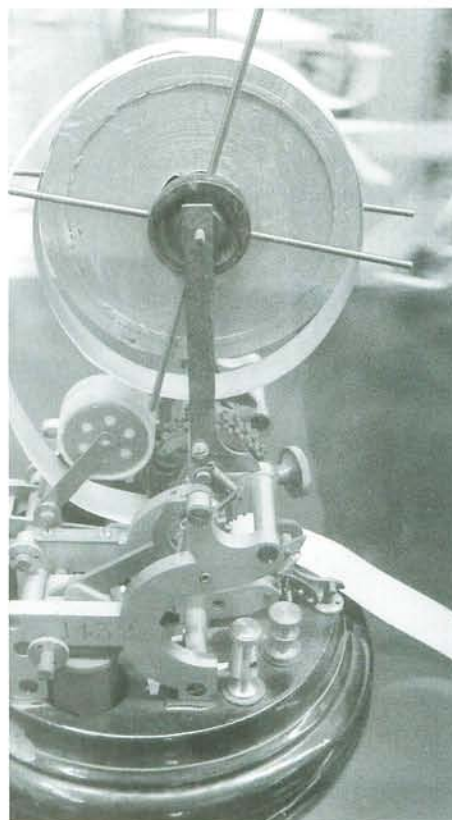
By Kristin Aguilera

**T**HE MUSEUM OF AMERICAN FINANCE, AN affiliate of the Smithsonian Institution, reopened to the public in its new home at 48 Wall Street on January 11, 2008. Located in the historic former headquarters of the Bank of New York, the Museum occupies 30,000 square feet of space and features a majestic banking hall, state-of-the-art financial education center, auditorium, library and research facility.

Formerly located in modest space at 26 Broadway, the Museum signed a 20-year lease on its much larger home on Wall Street in late 2005. Since then, it has been renovating and restoring the landmarked space, as well as creating engaging and interactive permanent exhibitions on the subjects of the financial markets, money, banking, entrepreneurship and Alexander Hamilton. The Museum's new space also includes galleries for changing exhibits and a theater.

According to President/CEO Lee Kjelleren, the move to 48 Wall Street will enable the Museum to expand its reach significantly, giving New Yorkers, as well as national and international visitors, an increased awareness to make more effective financial decisions.

"As the only public and independent museum of finance, we are proud to be a guardian of America's collective financial memory, while also serving as an interpreter of current financial issues," Kjelleren said. "We look forward to taking our place among the major destinations on Wall Street."



Vintage stock ticker that recorded ups and downs of past markets.





Displays at the newly opened, renovated Museum of American Finance, 48 Wall Street, New York City, invite viewer interaction.

Ten shares of Capital Stock in The Ford Motor Company of Canada, Ltd., signed by company president Henry Ford, 1908.



Located one block east of the New York Stock Exchange, the Museum is the Exchange's de facto visitors center.

"NYSE Euronext is proud of our partnership with the Museum of American Finance," said Duncan L. Niederauer, CEO, NYSE Euronext. "The Museum is well suited to reside in New York and on Wall Street, and gives the public an opportunity to learn more about our capital markets and NYSE Euronext. This is especially important given the ever changing and rapidly growing global financial marketplace."

Dr. Richard Sylla and Dr. Robert Wright, both financial historians, authors and professors at the NYU Stern School of Business, are the primary curators of the permanent exhibits. Designed by the renowned New York exhibition design firm C&G Partners, the exhibits were built and installed by the award-winning fabrication firm Maltbie.

Highlights from the Museum's exhibitions include:

- High denomination U.S. currency including the \$500, \$1,000, \$5,000 and \$10,000 notes
- 60 lb. gold ingot from the SS *Central America* shipwreck, 1857
- Fugio cent, the first Congressional coin authorized, 1787
- Augustus Saint Gaudens \$20 coin, 1907
- Coins from the *El Cazador*, a recently recovered Spanish treasure ship that sank off the coast of New Orleans in 1789
- Treasury bond issued to and signed by President George Washington bearing the first use of a dollar sign on a federal document, 1792
- Letter for purchasing stock in the South Sea Company signed by Isaac Newton, 1720
- Ticker tape from the "Great Crash" dated October 29, 1929





- Ford Motor Company stock certificate signed by Henry Ford, 1908
- Experimental prototype of a telegraph machine from Thomas Edison's lab
- Segment of 1858 Trans-Atlantic cable
- Hundreds of photographs and illustrations from American history, dozens of which are shown at a very large scale
- Original media and interactives: Zoom in on a bill, stock and bond; "Teaching Ticker" explaining how to read an electronic ticker, and what the symbols and numbers mean; behind-the-scenes video tours of the New York Stock Exchange and the New York Mercantile Exchange; and interactive interviews with 16 entrepreneurs.

The Museum of American Finance is the nation's only public museum dedicated to finance, entrepreneurship and the free open market system. With its extensive collection of financial documents and objects, its seminars and educational programming, its publication and oral history program, the Museum portrays the breadth and richness of American financial history, achievement and practices. Founded in 1988 by John Herzog, the Museum promotes a deeper understanding of risk and reward, helping people to become more financially independent.

The Museum is open Tuesday – Saturday, 10 am – 4 pm. Admission is \$8 for adults; \$5 for students/seniors; kids 6 and under free. For information, call 212-908-4110 or visit [www.financialhistory.org](http://www.financialhistory.org).

Museum of American Finance display saluting founding father and first Secretary of the U.S. Treasury Alexander Hamilton.

Oldest extant U.S. obligation with the "\$" sign, bond made out to/and signed by George Washington January 17, 1792.





Above: A large Liberty Bond poster, and a Walt Disney-inspired World War II U.S. bond highlight another MAF display.

At right: Interactive "Because that's where the money is" display on the mezzanine level.

#### Opposite

Top: A dramatic display of Stock Exchange memorabilia and technology.

Center: ticker tape from the "Great Crash" dated October 29, 1929.

Bottom: a 60 lb. gold ingot from the SS Central America shipwreck, 1857.







NEW YORK STOCK EXCHANGE, OCT																				
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5.000	2.04	10.275	100.20	50.00	55	20.00	284	2.54	3400.1	205184	1501.56	40.84	9.15	35914	55.00	20	1	20.2		
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A high angle view of the Museum of American Finance main display floor.



A major emphasis of the museum is the contribution of founding father and first Treasury Secretary Alexander Hamilton.

