

**THE
TRAVELERS**
at the
New York
WORLD'S
FAIR



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1964-1965 Corporation



In 1964, The Travelers will be observing its One Hundredth Anniversary! As a part of this celebration, we shall have an exhibit at the World's Fair showing man's triumphant progress during the past century . . . and in all the centuries that preceded it.

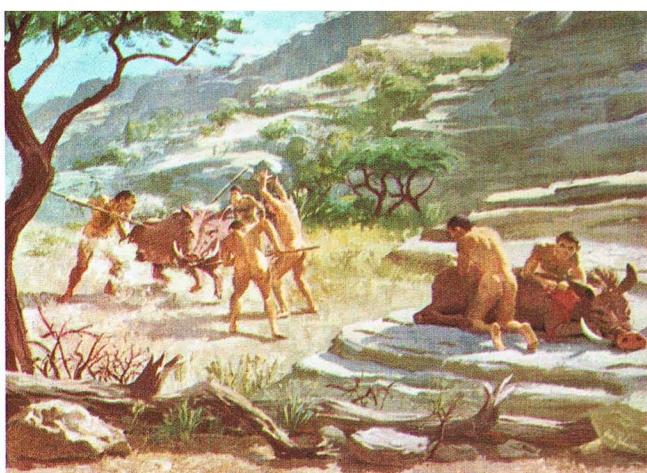
The Travelers exhibit is housed in a unique building—one that is patterned after its familiar symbol of insurance protection . . . the red umbrella.

Within this structure is a dioramic portrayal of man's struggle and growth against untold odds to reach his stature of today. It begins in prehistoric times—more than two billion years ago and shows his progress through centuries upon centuries to the present. Always before him were perils—some natural, others man made. Each time he survived them. Each time he grew to a higher level of betterment.

This is the story of "The Triumph of Man."

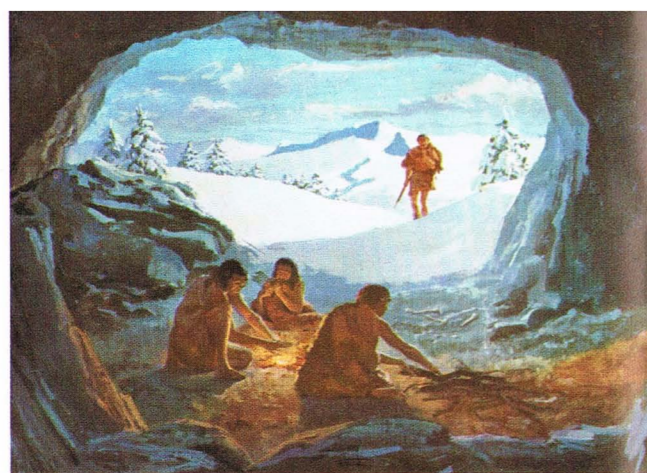
Let's take a brief look at some of the highlights of this exhibit. Bear in mind, however, that these pages can be sketchy at best. They do not, nor can they, convey the true impact of the exhibit itself. For there you will not only see pages of history unfold before your eyes, but you will have the feeling of being there—a part of each episode—living it yourself in all its color, splendor and grimness. You will hear the sounds of the day, the noises of battles, the cries of man's agonies, the glories of achievement. You will hear and see it all . . . just as it once was.

**Come to the Fair! Welcome to The Travelers Exhibit
"The Triumph of Man"**



DAWN OF MAN

Out of a world of strange under-water cells, fish, primitive vertebrates that lasted for eons, came a gigantic breakthrough! A new creature appeared in this grisly stifling world. He is naked, groping, bent and ape-like. He is man—the most interesting, exciting, promising creature that ever walked the earth. He's ahead of the primates. He can think. And with that extraordinary weapon, he wonders and tries to discover. From his hands come simple tools . . . from his heart, a spirit of social behavior.



DISCOVERY OF FIRE

Time has passed—a great deal of it. And with it, something remarkable has happened. How, we don't know, really. But it will make future civilization possible. Man has discovered *fire!* Things begin to change. Man's on the move to a better life. His cave is warmer now. He begins to cook his food. The flame becomes the symbol of the eternal hearth where man can come for heat and the warmth of fellowship.



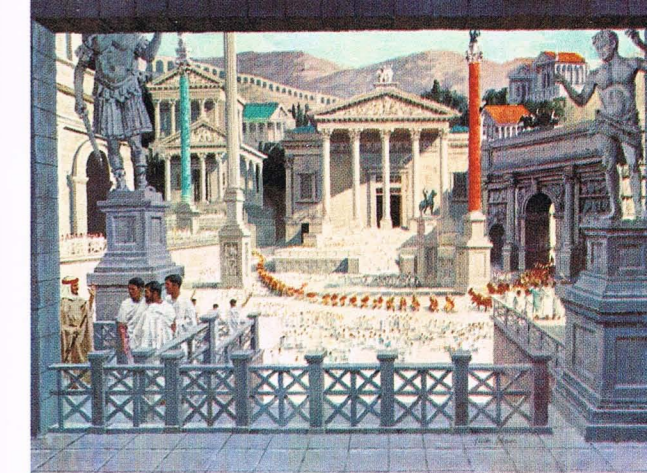
THE BEGINNING OF AGRICULTURE

We're now in the past of ten-thousand years ago. Man is still living a nomadic existence. Slowly, a new idea swells in the corners of his mind. Then it happens! Man begins to plant crops. He waits. Then he harvests the fruits of his labor. And with that he visualizes the days ahead. He will store his surplus and secure himself from the danger of future starvation. Another triumph for man!



THE FIRST CITY

With the passage of years came the explosion of modern deeds . . . wars, wealth, organized ways of life—all marks of a rapidly expanding culture. Now man begins to live in large cities. People become busy . . . competitive. They write, trade, build and fight, for wealth and power invite attacks. Ladders snap against high embattlements. Men pull themselves up them with fighting fury. Others rally to protect what is theirs. It's an age of battle.



THE GRANDEUR OF ROME

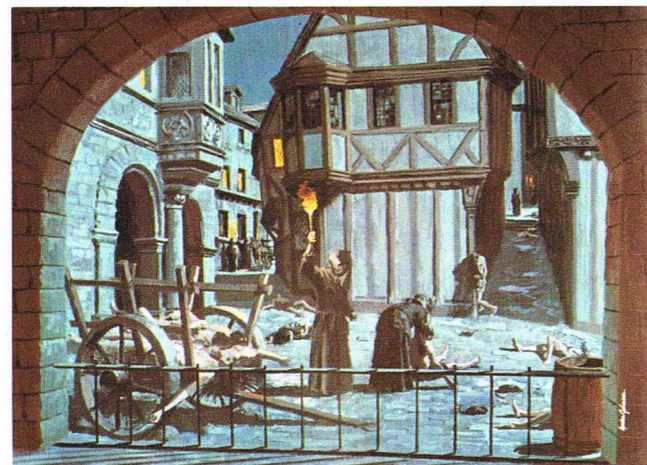
As man continues his long passage to civilization, we come to the grandeur of Rome . . . a bringing together of many people in a powerful effort towards technology and culture. And all this is tightly secured by great organization. Out of it come many of today's methods of speech and laws. But a deeper endowment emerges from these years . . . a new set of ethical values. The Apostles travel throughout the Roman Empire delivering the word of God. Christianity brings scope and dimension to man.

Scenes from The Travelers **"THE TRIUMPH OF MAN"**



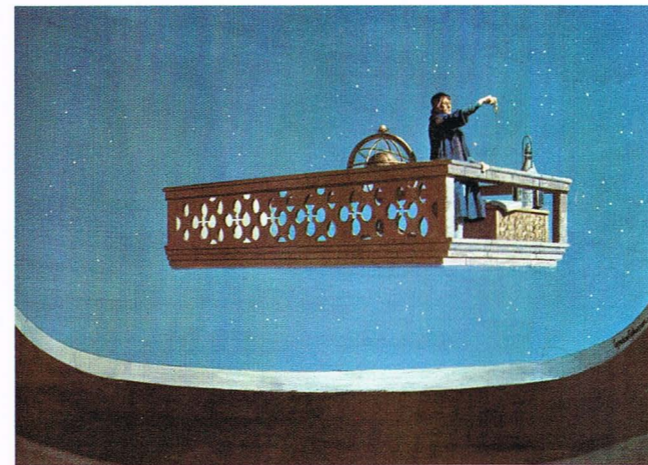
CIVILIZATION IN PERIL

Now it's 450 A.D. Decay is softening Rome. To the North, an ungodly, savage horde of a half million troops sweeps down led by Attila, The Hun. Swords slash, men clash. A grave conflict is on to save some fibers of the worn out Roman Empire. Attila is finally defeated. The threat is overcome. Man begins to rebuild what has been destroyed. It is a test of his courage and self-determination. But no one is giving up.



THE BLACK DEATH

It starts in Constantinople and spreads swiftly throughout Europe, seizing defenseless populations. People cough . . . convulse. Their eyes sting and bulge. Their skins turn amber . . . then black. And they fall. The plague spreads across crowded cities killing thousands upon thousands. No one knows why except that small creatures of some kind transmit this death. Even in these dire hours, though, people pull themselves together and fight back. Man realizes the need for protective measures.



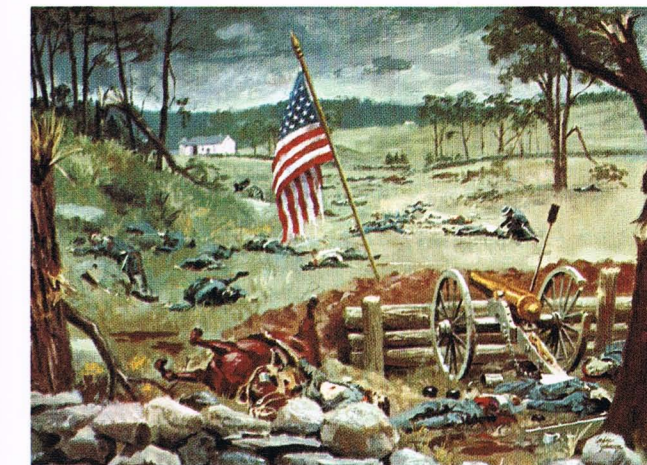
VOYAGE OF MAN'S MIND

One danger to man's progress has always been lack of information . . . or even worse, the complacency of wrong ideas. In the 15th century, he labors under many false beliefs. He thinks the earth is the center of our solar system. Scholars at Alexandria said so; Greek astronomers did, too. But then a young Polish monk, Copernicus, says no. It's the earth that revolves about the sun. Copernicus has pried open the medieval mind. Men begin to ask new questions. Old answers are thrown away. Scientific thought begins to grow.



TAMING OF A CONTINENT

The fringes of the New World began to expand. Man looked West, ever West, seeking new lands, new ways of life, new and better futures. As American pioneers cut paths over the Appalachians, they develop a tough, lean character. The inherited European culture is drastically modified in the ardent pursuit of the setting sun. The wilderness is not yet tamed. But the pioneers punch out a good victory.



THE AMERICAN CRISIS

A great conflict arises and bends the posture of our society. It's a time of war—a Civil War. We are separated by different ideas—a grave moral issue is at stake—our nation is threatened—our future is on the block. But the thunder dies . . . the nation is reborn in a fresh light. We are one people under God . . . moving ahead, united and free. Men are welded together, finding in unity there is strength.

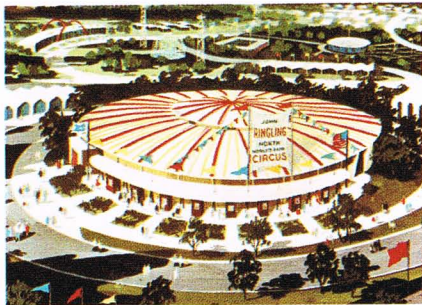
More has been achieved during the past hundred years than in all the other ages combined. Man has taken great leaps in exploring the depth of inner space, seeking the basis of life itself. Now he explores outer space too, setting himself free from mother earth which has consumed his energies for almost two million years. He is setting his sights on new and more distant horizons . . . preparing himself for new tests of courage, strength and ingenuity . . . readying himself to meet the challenges of new worlds. He is on the verge of attaining new triumphs for man.

Today man faces the same hazards that have confronted him for millions of years. He still battles with sickness and accident while at the same time he continues to search for security. For 100 years The Travelers has made it possible to overcome danger and insecurity, to rebuild, protect and plan ahead. Under The Travelers umbrella of insurance, man can safeguard his future while he enjoys today with peace of mind. This then is The Travelers contribution to The Triumph of Man.

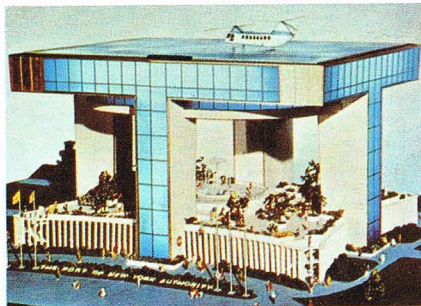
A Few Of The Other Exhibits At The Fair



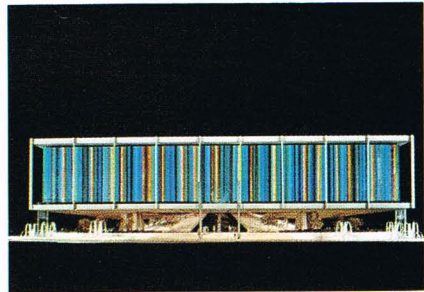
TRANSPORTATION & TRAVEL—A full city block in size, the exhibit will tell the story of people and products on the move. Two of the highlights will be the Transportation Hall of Fame and a Man on the Moon show.



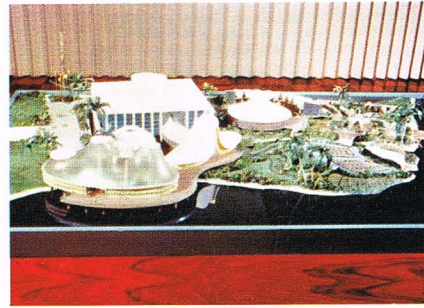
CIRCUS—John Ringling North will present a continental circus complete with clowns, floats, animals and feats of daring. It will take place in a one-ring, 4,000 seat air-conditioned arena.



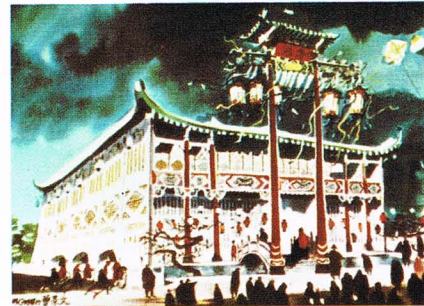
HELIPORT—The Port of New York Authority building will include a 120 foot heliport. Inside will be the Fair's own 1,000 seat restaurant and a bar serving drinks from around the world.



FEDERAL PAVILION—The pavilion, whose theme will be "Challenges to Greatness," will show our country's opportunities, problems and inspirations.



HAWAII—The Aloha State will be but one of the many states and countries represented. Part of Hawaii's outstanding pavilion will include a sumptuous volcano restaurant, complete with intermittent eruptions.



HONG KONG PAVILION—This charming blend of modern and traditional Chinese architecture will feature upswept eaves, bright colors and intricate carvings. The entrance will be through a 45 foot gateway which leads to the crescent-shaped Bridge of the Rainbow.

THE FAMILY YOU LOVE,
THE THINGS YOU OWN,
& THE FUTURE YOU WANT



—protect them all under The Travelers umbrella!

THE TRAVELERS INSURANCE COMPANIES
Hartford, Connecticut