

# GROUND BREAKING AT THE NEW YORK WORLD'S FAIR 1964-1965

JUNE 27, 1962  
THE  
TRAVELERS  
INSURANCE  
COMPANIES

*Robert Moses, Fair president, and J. Doyle DeWitt, president of The Travelers Insurance Companies, raise world's largest umbrella at June 27 ceremony.*



Remarks by J. Doyle DeWitt, President, The Travelers Insurance Companies, at The Travelers exhibit groundbreaking ceremonies, New York World's Fair, Wednesday, June 27, 1962.

On April 1, 1964 The Travelers Insurance Companies will celebrate its 100th Anniversary. In this same month, the New York World's Fair will open its gates to millions of visitors from all corners of the world. We hope that a great many of these people will visit The Travelers exhibit which will stand on this site and take away with them a deeper understanding of the meaning of insurance in their lives. We realize we will be competing for attention with some of the most glamorous of the world's industries — communication, transportation, automation. We know that there will be sights to dazzle the eye and stagger the imagination. But we feel that our story . . . which is nothing less than man's developing capacity to triumph over the hazards of living . . . has a depth and significance completely appropriate to the Fair's great

theme of man's achievements on a shrinking globe in an expanding universe.

The World's Fair of 1964 will be a showcase of freedom . . . and an inspiring symbol of the accomplishment of a free society. Insurance is a method by which free people protect the values of the present and the future; and enable themselves to take necessary risks without suffering catastrophe. Insurance also provides huge reservoirs of capital, through the voluntary savings of millions of people, by which the economy of a free nation can grow and prosper.

Our exhibit building will be roofed with a symbolic representation of the red umbrella which stands for protection through The Travelers. We sincerely hope that for those who come within its shelter it will provide inspiration and enlightenment. For almost a century, The Travelers has been a partner to the dream and aspirations of millions of people. We are proud to be a part of the vision which is creating this great World's Fair. And with the breaking of ground here today, we dedicate ourselves not to a celebration of our past . . . but to our will and determination to meet the responsibilities of the future. ●





*Robert Moses, J. Doyle DeWitt, and Martin Stone, Fair director for Industrial Exhibits, view Travelers model.*

Remarks by Robert Moses, President, The New York World's Fair 1964-1965 Corporation, Wednesday, June 27, 1962.

I am a middle of the road man, a pragmatist. I believe in public authorities half way between government and business with the virtues of both. I believe in the great insurance companies which are also middle of the road institutions, providing for millions of families, the cushion against time and chance which individually and separately would be quite beyond them. By the force of numbers and the common sharing of risks the great mass of people acting together can achieve additional security beyond what the government gives them. Travelers celebrates its centenary with the breaking of ground for a splendid, imaginative exhibit at the World's Fair. I congratulate Travelers and am happy to raise its sheltering red umbrella at Flushing Meadow. ●

## NEW YORK WORLD'S FAIR 1964-1965

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