

The Travelers Insurance Companies
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NEW YORK, N. Y. --- When the New York World's Fair reopens April 21, spectators will be treated to the billion dollar extravaganza's second and final six-month run.

Up for viewing will be 176 exhibits by the giants of business and industry like Bell Telephone, Dupont, General Motors, The Travelers Insurance Companies.

Situated on what once was wasteland at Flushing Meadow, Long Island, the fascinating never-never land is expected to attract 37,500,000 persons this year --- ten million more than the 1964 attendance.

Last year's session drew heavy praise. Even those who criticized administrative details had to agree that the quality of exhibits offered little ground for complaint.

This year, exhibitors have the "better-than-ever" cry out. And chances are they're going to be right.

Major financial problems have been overcome. Assets and liabilities of last year's extravaganza have been evaluated. Exhibits have been beefed up, renovated and otherwise improved.

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Among other things, visitors will see:

--- The Travelers Insurance Companies' "Triumph of Man" exhibit, 13 life-sized and historically accurate scenes tracing man's survival and progress through earth's 2,500,000,000-year history.

--- The Vatican Pavilion with Michelangelo's priceless Pieta, the 465-year-old sculpture of the dead Christ held in His mother's arms.

--- General Motors' "Futurama," a presentation of how man in the future will live on the moon, under the seas and in frozen wastes of land.

--- Bell Telephone's history and future of communication with a demonstration of the television telephones.

--- IBM's "people wall" which lifts seated visitors into a theater for a demonstration of how the mind works like a computer.

Fair visitors may go away with tired feet. But, like The Travelers exhibit suggests, man can overcome the most severe obstacles -- especially when the reward is thrilling, colorful, imaginative and extravagant.