

The Travelers Insurance Companies
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FOR RELEASE AT WILL

NEW YORK, N.Y.---Education experts say the learning process should be fun. It is -- at the New York World's Fair.

More than half the Fair's 176 exhibits -- including the business-industrial giants like Bell Telephone, Dupont, General Motors, The Travelers Insurance Companies -- provide as much solid educational value as many in-class courses.

And the subject matter of the exhibits ranges from history, art and basic science to anthropology, musicology and zoology. For example, what would you select as the 13 most significant scenes in man's history?

Dr. Harry L. Shapiro, chairman of the American Museum of Natural History's Department of Anthropology, made his selections for The Travelers "Triumph of Man" exhibit. Housed in the company's unique "red umbrella" building, the exhibit features 13 life-size and historically accurate scenes tracing man's survival and progress.

It drew this comment from a 15-year-old Brooklyn, N.Y., student:

The "exhibit makes one stop and wonder about his past and the years before his father and his father's father. (It is a) chance to gain some education from a wonderful experience."

A Rutland, Vt., couple said The Travelers' exhibit is "superior to many of the Fair's participants." And a Waterville, Ohio, teacher based a classroom project on the exhibit.

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Essentially, the "Triumph of Man" includes scenes depicting man's emergence from a world of underwater creatures and primitive vertebrates, the discovery of fire and the beginning of agriculture. Other scenes show the establishment of the first city, the grandeur of Rome, Attila the Hun's futile attack on the decaying Roman Empire and Europe's Black Plague.

And there are scenes of Polish monk Copernicus challenging the medieval mind with his theory that the earth revolves around the sun, American pioneers, the Civil War and man's leap to the stars.

Dr. Shapiro, 62, has spent 41 years studying the origins and development of man. He used that study to answer questions like these:

What was the color of prehistoric man's skin? What colors were used in primitive cave wall paintings? Did Attila's horsemen use stirrups? How did Copernicus comb his hair?

It wasn't easy, but Dr. Shapiro did the job. His efforts created an exhibit that is educational and fun to see.

As a Norwalk, Conn., spectator said, "Both the building and the exhibit stole the show among commercial displays at the Fair."

And a parent from York, Pa., added "most imaginative, interesting and entertaining...definitely on my 'must see' list when I take the children in the Spring."