

BACKGROUNDER

SWISS PAVILION

NEW YORK WORLD'S FAIR

BEVEL & WINTHROP, INC.
500 FIFTH AVENUE
NEW YORK, N. Y. 10036
TELEPHONE: LW 4-3090

A tiny Swiss Alpine Village has been created to form the Swiss Pavilion at the New York World's Fair.

Located on the Avenue of the United Nations South in the heart of the International Exhibits Area, the Pavilion is a five-building village. It includes an Alpine chalet restaurant, three peaked buildings that house the \$2,000,000 exhibits of 17 Swiss watch manufacturers and an Exhibit Hall where Swiss products may be bought.

An ancient Swiss custom of decorating the outside of chalets has been revived by Swiss artist Victor Ruzo whose fresco murals appear on the outside of the restaurant chalet. His work traces Swiss history and heroes from 1298 to the present.

The Swiss Pavilion is less than 100 yards from the Unisphere and is at the southern end of the Swiss Sky Ride.

Dine At An Alpine Restaurant

Dominating the Swiss village is Le Chalet, an Alpine restaurant with a high peaked roof reminiscent of a Swiss mountain chalet. The restaurant has exposed interior beams, overhanging eaves, shuttered windows, and looks like it might be nestled against the side of a snowcapped mountain. Inside, furnishings are authentic Swiss with burnt wood furniture made expressly for the Fair in a tiny village called Montbovon. The restaurant can serve 350 on its two interior levels and also provides outside dining on a terrace and on a balcony overlooking the Fair.

Switzerland is a tiny country bordered by France, Germany, Italy and Austria. Switzerland's geography has affected its cuisine and the Swiss have selected the finest culinary ideas from its neighboring countries and improved upon them, if possible.

Dining at the Swiss Pavilion affords an unusual experience of being able to order a French appetizer, a German entree, an Italian or Austrian dessert . . . all with an indefinable certain-something added to make the meal thoroughly Swiss.

Staffed with multilingual Swiss waiters and waitresses in costume, the restaurant serves such specialties as fondue (a steaming casserole of melted cheese eaten with bread), fondue bourgignonne (beef bits dipped in a variety of tasty sauces), rosti (grated or sliced potatoes browned in bacon fat), and ramequin (an appetizer consisting of cheese and ham baked in a tiny bite-sized pie). Raclette, another popular delicacy made of cheese melted into a plate of boiled potatoes and onions, is prepared at a wide hearth containing a half wheel of Bagnes cheese. High spot among the desserts is the Zug kirsch tarte, a soft butter cake on a layer of macaroons sprinkled with the famous Zug cherry brandy (Kirsch). Preparation of the food is entrusted to seven chefs ranked among the finest in Switzerland. The restaurant's wine cellar includes six Swiss wines never before available in the United States.

Prices at Le Chalet are moderate in keeping with its nature as a family restaurant.

Swiss Watch Buildings

Leading Swiss manufacturers who market their products in the U.S. are showing a collection of nearly one thousand watches worth more than \$2,000,000 in the three peaked buildings of the Swiss Watch Pavilion.

The collection includes the world's most valuable watch, the largest, smallest, thinnest, most complicated, many skin divers' watches, the latest in men's and women's fashions as well as antiques and museum pieces on loan.

Exhibitors included in this most diverse collection of Swiss watches ever to be assembled in the United States are; Benrus, Favre-Leuba, Girard Perregaux, Helbros, Incabloc, Huguenin, International, Longines-Wittnauer, Mido, Movado, Omega,

Patek Philippe, Rolex, Tissot, Vacheron-Constantin, Le Coultre and Zodiac.

The exhibit of the Watchmakers of Switzerland also contains the World's Fair Time Center, the network of equipment which will provide highly accurate time for Fair exhibitors and for a system of clock towers to be located throughout the Fair. The Master Clock at the Time Center is so accurate that it can be used to measure imperfections in the Earth's rotation.

Camera-carrying visitors to the Fair can photograph their families and friends before the World's Fair Time Center at the Digital Clock which gives year, date, day, hour, minute, second and tenth of second of the photograph for a permanent personal souvenir of the 1964-65 World's Fair.

Alpine Exhibit Hall

Connecting the display of Swiss watchmakers with Le Chalet is an Exhibit Hall where well-known products of Switzerland are on sale. The Exhibit Hall features a Heidi Shop where cowbells, music boxes, recipe books and Swiss artifacts will be sold. Included will be working replicas of an all wood Swiss clock more than 600 years old.

Represented in the Exhibit Hall are; the Switzerland Cheese Association where cheese products are sold and the history of cheese making demonstrated in full color transparencies; the Swiss National Tourist Office and Swissair provide displays and have personnel assigned to answer travel questions and distribute brochures; and Tobler Chocolate, representing Switzerland's famed chocolate industry, has on hand multilingual young ladies in their native Swiss cantonal dress to distribute special Fair souvenir packages.