

NEWS RELEASE

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FOR IMMEDIATE RELEASE

TAKE FAMILY PICTURE AT WORLD'S FAIR TIME CENTER

A Digital Clock regulated by a Master Clock regulated by a Quartz Clock regulated by astronomical observatories in three countries forms the backdrop for souvenir photos which visitors to the New York World's Fair will be able to take of themselves and their families at no cost.

The clock system is the focal point of the World's Fair Time Center, a highly accurate complex of timing equipment erected by the Watchmakers of Switzerland at the Swiss Pavilion.

Camera carrying visitors to the Fair can photograph their families and themselves before the World's Fair Time Center with the Digital Clock showing year, day, date, hour, minute, second and tenth second of the photograph to provide a personal souvenir of the Fair that will be treasured for years to come.

Regulating the Digital Clock is an extremely accurate electrically powered pendulum clock called the Master Clock. Regulating the Master Clock is a Quartz Clock which owes its great accuracy to the vibrations of a quartz crystal suspended in a near vacuum. Even the highly accurate Quartz Clock can be adjusted, if necessary, by radio signal from observatories in Neuchatel, Switzerland; Greenwich, England; and Washington, D. C.

Accuracy of the Time Center is so great that it could be used to measure imperfections in the earth's rotation. The Time Center provides time signals for a network of Swiss Clock Towers located throughout the Fair and, in addition, provides the timing impulses for the Fair's tallest clock, the 7-Up Tower Clock which soars 107 feet.

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Another feature of the Time Center is a 15 foot plexiglas world map showing time throughout the world. Other instruments show sidereal, solar, and mean time.

Equipment for the World's Fair Time Center is supplied by three Swiss firms: Favag, S. A., Ebauches, S. A., and Patek Philippe & Cie, S. A.

Adjacent to the World's Fair Time Center is a \$2,000,000 plus exhibit of watch manufacturers that includes rare pieces on loan from museums in Europe and the United States as well as from private collections.

Exhibitors at the Swiss Watch Pavilion include: Benrus, Favre-Leuba, Girard Perregaux, Helbros, Incabloc, Heguenin, International, Longines-Wittnauer, Mido, Movado, Omega, Patek Philippe, Rolex, Tissot, Vacheron-Constantin-Le Coultre, Zodiac.

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