

NEWS RELEASE

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FOR IMMEDIATE RELEASE

SWISS TIME CENTER PROVIDES OFFICIAL TIME AT WORLD'S FAIR

A focal point of the 1964-65 New York World's Fair is the World's Fair Time Center located at the Swiss Pavilion.

From the Center, ten Swiss Clock Towers, located at all Fair entrances, receive their controlling impulses. Also timed from the Center is the giant 7-Up Clock Tower. The Time Center, which shows year, day, date, hour, minute, second and tenth second, provides a conveniently date-marked backdrop for a photograph taken by camera-carrying visitors who want a lasting souvenir of the Fair.

A creation of the Federation of Swiss Watch Manufacturers, the clock system's super accuracy is insured by periodic verification via radio signals from observatories in Neuchatel, Switzerland; Greenwich, England; and Washington, D.C. The entire Time Center enclosure is air conditioned for proper temperature and humidity control, insuring utmost accuracy.

Its instruments have been developed and assembled in Switzerland by three leading firms: Ebauches, S. A., producer of movements and parts for the quality watch industry as well as specialized electronic instruments; Patek Philippe, master manufacturer of watches and high precision electronic devices; and Favag, S. A., makers of electric clocks and industrial timing systems.

The instruments contained in the Time Center reflect Switzerland's extraordinary achievement in the measurement of time. They are the result of 400 years of craftsmanship and technological progress which has made Switzerland the "Nation that Times the World."

(more)

SWISS TIME CENTER - 2

The components of the Center include:

1. Quartz Clock: Powered by vibrations of a single quartz crystal, this super accurate timer has no moving parts. Its precision is such that variation is less than one second in a year. (Made by Ebauches, S.A.)
2. Dual Timepiece: Controlled by the Quartz Clock (No. 1,) this device computes two kinds of time simultaneously. Mean time, (left dial,) and sidereal time (right dial,) showing comparison between the two. Mean, or actual time as measured on earth, constantly varies from sidereal or astronomical time calculated from the stars. (Made by Ebauches, S.A.)
3. Electronic Time Distributor: This mechanism functions as a transistorized unit for distribution of timing impulses. Activated by the Quartz Clock, impulses are relayed electronically through here to each of the 10 Swiss Clock Towers. (Made by Patek Philippe.)
4. Digital Clock: This futuristic electronic timepiece shows the day, date, hour, minute, second and tenth second. Entirely transistorized, this device has no moving parts. (Made by Patek Philippe.)
5. Distribution Panel: This is the instrument for monitoring the precision of impulses sent by the Quartz Clock and Electronic Distributor (Nos. 1 and 3.) Should these clocks fail to give proper signals at exactly the right time, the distribution panel instantly takes over emitting its own impulses from signals sent via the Master Clock.
6. Master Clock: This pendulum Master Clock has a nickel alloy rod pendulum. Electromagnetically driven, the clock is synchronized to the quartz oscillator which controls the timing. However if the oscillator fails, the pendulum automatically takes over control.

(more)

SWISS TIME CENTER - 3

The time generated by the Time Center is derived from radio time signals such as transmitted by NMA and WWV (U.S.), GBR (England,) and HBN (Switzerland.) These time signals are coordinated to 0.001 second.

The close cooperation of observatories such as the U.S. Naval Observatory, Washington, D.C., the Royal Greenwich (England) Observatory, and the Neuchatel (Switzerland) Observatory, and of laboratories such as the National Bureau of Standards (U.S.), the National Physical Laboratory (England,) and the Laboratoire Suisse de Recherches Horlogeres, makes highly accurate time readily available for scientific, technical and civil purposes.

To insure the continued accuracy of this Time Center, an advisory committee, with a representative from the U.S. Naval Observatory has been formed.

Serving as chairman of the Time Center is Dr. William Markowitz, who is director of the Time Service Division of the U.S. Naval Observatory in Washington and who recently made the news with his comments on the earth's slowing rotation and the need to turn the clocks back one-tenth of a second.