

NEWS RELEASE

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

FOR IMMEDIATE RELEASE

VARIETY OF UNUSUAL, FAMOUS WATCHES ON DISPLAY AT FAIR'S SWISS PAVILION

Many famous and unusual watches are among the nearly one thousand watches worth more than \$2,000,000 being shown by 17 watch manufacturers at the New York World's Fair Swiss Pavilion.

Included are many interesting skin divers' watches. One -- the world's largest watch, which weighs more than a half pound -- was attached to the hull of the Bathyscaph "Trieste" and descended to a depth of 35,798 ft. It withstood the pressure of nearly seven tons per square inch, or 1,100 atmospheres.

In contrast is the world's smallest watch -- a lady's watch. Its face is no bigger than the head of a paper match. Best indication of its minute dimensions is the thickness of its hair spring. Five of these hair spring strands laid side by side could be comfortably accommodated within the cross-section of a human hair.

The thinnest watch in the world is also on display. A marvel of Swiss craftsmanship, this pocket watch is concealed within a \$20 gold piece that springs open at a touch.

The world's most complicated watch is also included. At the touch of a button, this watch chimes the exact time when and as often as desired, sounding the hour, the quarters and minutes. It contains an automatic perpetual calendar mechanism that adjusts itself not only to months of 28, 30 or 31 days, but at Leap Year automatically gives February 29 days instead of 28. This watch also has an independent, split-second timing mechanism so that when you go to the races you can time laps and the finish time as well, or get the time of both the winner and second place.

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Another watch shows time, of course, plus altitude and barometric pressure, so that its wearer can forecast weather as well.

A beautifully engraved watch dating back to 1882, made for a member of the Spanish Royal Court, has a full calendar, moon phases and twin dials.

A watch made for Queen Victoria in 1851 is also being shown. The case of this watch holds 45 diamonds of varying sizes mounted on a background of blue enamel.

A replica of the complex watch worn by Scott Carpenter in his historic orbit around the earth is also being shown. Also included is the watch that Lindberg wore when crossing the Atlantic, and the watch that Admiral Byrd wore when discovering the South Pole.

A crown watch encrusted with precious gems, designed especially for the King of Burundi -- Mwami Mwambuta IV -- is also in the exhibit.

Another timepiece of historic note is a duplicate of the hot-line clock that German Mayor Willy Brandt presented to both former President Kennedy and Premier Krushchev.

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

Adjacent to the watch exhibit is the World's Fair Time Center, a highly accurate complex of timing equipment erected by the Watchmakers of Switzerland at the Swiss Pavilion.

The Time Center consists of a Digital Clock regulated by a Master Clock regulated by a Quartz Clock regulated by astronomical observatories in three countries. Camera-carrying visitors to the Fair will be able to 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.

Another feature of the Time Center is a 15-ft. plexiglas world map showing time throughout the world. Other instruments show sidereal, solar and mean time. Equipment for the Center is supplied by three Swiss firms: Favag, S. A., Ebauches, S. A., and Patek Philippe & Cie., S.A.