

MONROE B. SCHARFF & COMPANY, INC.

40 EAST 49TH STREET NEW YORK, N. Y. 10017 TEL: 212 PLAZA 2-6210

CONTACTS: Robert J. Stone
 and
 Elliott J. Echelman

FOR: SWISS PAVILION WATCH EXHIBITORS, INC.
 730 Fifth Avenue
 New York, New York 10019

SWISS WORLD'S FAIR TIME CENTER A TECHNOLOGICAL MARVEL

Time-conscious visitors to the New York World's Fair needn't look far for the right time. Correct time at Flushing Meadow means accuracy that's triple-checked.

Switzerland, the nation that times the world, appropriately times the scaled-down world overlooked by the Unisphere.

The ten tall Swiss Clock Towers conveniently dotting the Fair grounds support timepieces controlled by the world's most infallible -- and possibly most complex -- timing system.

The controlling impulses for the clocks emanate from the Official World's Fair Time Center, a costly marvel of horological technology contrived by the Swiss watch industry, and on view outside the Swiss Watch Pavilion on the Avenue of the United Nations South, a short distance from the Unisphere.

The Time Center's instruments are sensitive and accurate enough to measure the minutest variations in the earth's rotation.

Visitors to the \$2,000,000 watch display in the Swiss Watch Pavilion, and its adjacent Time Center, will find a more mundane but equally valuable use for the latter.