

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

HANDY SWISS WALKING TIME-TABLE FOR WORLD'S FAIR

Somebody has calculated that it would take a determined Fair visitor one week of continual 24-hour-a-day walking and viewing to take in every exhibit and attraction at the mammoth, 646-acre Flushing Meadow exposition.

If there exists someone determined to prove -- or disprove -- the statistician's theory, it is obviously an individual to whom time and energy mean little. We need not concern ourselves with such a one.

To the average Fairgoer, time, if not energy, is a major factor in planning a tour of the Fair site. Armed with accurate data on the time it takes to walk from one area to another, or from one exhibit to another, the prudent planner can exact maximum coverage of Fair attractions in a given amount of time.

Timing experts of the Swiss Watch Pavilion at the Fair have provided a handy "time-table" for prospective visitors.

The point from which time measurements were made is the Swiss Watch Pavilion. The Pavilion, which operates the Official World's Fair Time Center and contains a fabulous \$2,000,000 collection of Swiss timepieces, is an excellent starting point for a Fair tour, and an ideal measurement base. It's located on the Avenue of the United Nations South in the heart of the International area -- near the site's center.

The rate of speed at which the elapsed time was measured is one and one-half miles per hour, the rate of the average pedestrian negotiating normal city sidewalk traffic. Routes are the most direct possible.

Times are recorded to the half-minute.

It should be noted also that the primary basis for the selection of exhibits and attractions listed is location. That is, an attempt has been made to direct the visitor to all areas of the Fairgrounds -- industrial, state and federal, transportation and travel, international, and amusement.

Also, planning an itinerary from the "time-table" will put the visitor within easy reach of other attractions located along his route and within a few steps of those listed in the table.

From the Swiss Watch Pavilion on the Avenue of the United Nations South to:

<u>EXHIBIT</u>	<u>WALKING TIME</u>
Unisphere	5 minutes
New York State	4 minutes
Vatican	6 minutes 30 seconds
Japan	5 minutes 30 seconds
Alaska	5 minutes 30 seconds
Indonesia	7 minutes 30 seconds
Westinghouse	6 minutes 30 seconds
General Motors	10 minutes
Mobil Oil	13 minutes
Chrysler	14 minutes 30 seconds
Ford	20 minutes 30 seconds