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FOR: SWISS PAVILION WATCH EXHIBITORS, INC.
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SWISS WATCH PAVILION TO FEATURE "WORLD OF TIME";
\$2 MILLION PARADE OF TIMEPIECES ON DISPLAY

Man's most valuable commodity - Time - is the essence of the multi-million dollar, 1965 version of the dazzling exhibit that attracted 1,500,000 visitors to the Swiss Watch Pavilion at the New York World's Fair last year.

Horological history, marked by almost four hundred years of Swiss pre-eminence in craftsmanship and technological achievement, is embodied in the exhibition, which is housed in the pavilion's three strikingly original structures.

Besides the \$2,000,000 parade of timepieces, the Swiss, whose watches time the world, assume for the second Fair season a similar role for the scaled-down world at Flushing Meadow.

The Official World's Fair Time Center, an impressive timing complex fronting the Swiss Watch Pavilion on the Avenue of the United Nations South (a short distance from the Unisphere), will once again transmit impulses to the ten Swiss Clock Towers at Fair entrances.

The instruments constituting the costly Time Center, all products of Swiss horological genius, are capable of measuring the minutest variations in the earth's rotation.

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Fairgoers will find a more practical use for the Center. One of its components, a Digital Clock, shows hour, minute, second and tenth second, as well as times around the world. It's a perfect backdrop for a family photo-record of a Fair visit.

This year's Swiss Watch Pavilion exhibit, while retaining many of the outstanding attractions of the previous season, is more comprehensive in its displays and more exciting in its presentation. It is, as it was for the Fair's initial season, the creation of seventeen distinguished manufacturers of quality Swiss watches. The Watchmakers of Switzerland Information Center Inc., an industry trade association, is the eighteenth exhibitor.

The group has topped its 1964 accomplishment, which was to present to Fairgoers the most impressive array of rare and ultra-modern timing instruments ever collected for an international exposition.

The exhaustive collection of watches and timepieces on view in the pavilion this year includes Swiss-made precision instruments designed for every conceivable situation in which man has occasion to measure and record time in an increasingly complex and fast-moving world.

Other segments of the display offer exciting evidence of the Swiss watchmaker's incomparable talent for expressing the unique, the imaginative, the breathtakingly beautiful - and even the bizarre - in the design and manufacture of timepieces.

That talent also finds expression in one-of-a-kind timepieces, such as the "largest", the "smallest", the "thinnest", and myriad other novel and artistically inspired watches and clocks.

The constellation of Swiss watch firms responsible for the exhibition is comprised of stellar names in the fine quality watch industry of Switzerland.

They are:

Benrus, Favre-Leuba, Girard Perregaux, Helbros, Huguenin, Incabloc, International, LeCoultre, Longines, Mido, Movado, Omega, Patek Philippe, Rolex, Tissot, Vacheron & Constantin, and Zodiac.

The three peaked buildings - charmingly reminiscent of Swiss provincial architecture - that house the fabulous "World of Time" exhibit adjoin Le Chalet, a delightful Alpine restaurant where Swiss Watch Pavilion visitors may top off their time tour with authentic cuisine of the tiny Alpine democracy.

An exhibit hall, also adjoining the watch exhibit, offers products from and travel information about Switzerland -- the nation that times the world.

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