

# NEWS RELEASE

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

## SWISS WATCH PAVILION BACKGROUNDER, NEW YORK WORLD'S FAIR 1964-1965

### BENRUS

The Benrus display in the Swiss Watch Pavilion at the New York World's Fair features an array of time pieces suited to every purpose.

Benrus, known for its standards of value and performance for consumer as well as industrial and military users, will feature an array of time pieces suited to every purpose at the Swiss Watch Pavilion.

As a leader in the watch industry for more than 40 years, Benrus has created or advanced many innovations that have become part of the accepted pattern of the modern watch industry. These include pioneering at its own Swiss factories in the development of wide-ranging new designs including the famous Ladies Embraceable and Benrus waterproof specialties. Benrus is the only watch manufacturer backing all of its watches with an unconditional three-year guarantee.

Notable among the Benrus watches on display at the Fair are:

- . Florentine finished Marquise Embraceable for the ladies.
- . Ultra-new Benrus square waterproof Sea Lord.
- . Ruggedized Benrus Military watch embodying the latest refinements in official military specifications and design.

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SWISS WATCH PAVILION BACKGROUNDER, THE NEW YORK WORLD'S FAIR 1964-1965

## FAVRE-LEUBA

Eight generations of the Favre watchmaking family, starting in 1737, have built one of the finest traditions in Swiss watchmaking for styling and quality. The first work of Abraham Favre roused the admiration of the immortal French philosopher-writer J. J. Rousseau just as the handsome products of this family command admiration today.

Featured at the Favre-Leuba Exhibit:

- Favre-Leuba Haute Couture: More than a watch, the Haute Couture is four different pieces of jewelry to match a variety of outfits. Or milady can change the wristwatch into a clip watch in a moment's notice. The watch comes with a selection of straps and bejeweled bezels to provide beautifully accurate time.
- Favre-Leuba Bivouac: The last word in modern watchmaking, this watch provides extremely accurate time as well as altitude, barometric pressure and can be used to forecast weather. Price: from \$155.
- Favre-Leuba FL251: One of the thinnest men's watches to be found, the FL251 is still self-winding and features a sweep second hand. Popularly priced from: \$59.50.

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### GIRARD PERREGAUX

Art lovers and historians visiting the Swiss Watch Pavilion will marvel at the workmanship and beauty of the present-day and antique watches displayed by Girard Perregaux. The history of elegance of these watches dates back 173 years.

Throughout the years, Girard Perregaux watches have been sought by members of royalty including Queen Victoria and Louis Philippe, King of France. Many of these early watches, which are in the world's most famous collections and museums, are on loan for the exhibit at the Fair. In addition, there is a dazzling display of modern diamond, automatic calendar and stop watches.

Featured in the Girard Perregaux Fair exhibit:

- Mandolin watch: This watch, which dates back to 1825, is from the permanent collection of the Metropolitan Museum of Art. In the shape of a mandolin, it is beautifully enamelled in red, green and white.
- Archbishop's watch: Cross shaped, this watch has on the back of its case the Ave Maria Prayer engraved in black enamel. The front is adorned with religious motifs in multi-colored enamel.
- Pocket Watch: This watch, made in 1804, encrusted with varied color gold and enamel, is thinner than today's thinnest pocket watch.

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### INCABLOC

Incabloc, a leader in microhorology, electronics and expertly designed products, shows the close relationship between fine design and good products in its exhibit at the Swiss Watch Pavilion.

The technical advantages of Incabloc are recognized the world over by watchmakers and watch manufacturers. To date, 250 million Incabloc equipped timepieces have been sold by the world's leading manufacturers.

Featured in the Incabloc Fair display are:

- Secticon: This is a battery-operated clock of extraordinary accuracy. Designed so it can be seen from any and all angles, the clock has no buttons, knobs or wiring to detract from its handsome appearance and never needs winding. The clock, which comes in a variety of styles suited to den, kitchen or living rooms, has a guaranteed accuracy of less than two seconds a day. It will run for more than two years on a single standard flashlight battery.
- World-famous Incabloc shock absorber for fine watches: Incabloc provides a shock protection system that maintains accuracy and quality in watches and reduces repair costs to a minimum.
- Small electronic motors: These motors show the development potential of the watch industry.

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### INTERNATIONAL-SCHAFFHAUSEN

International-Schaffhausen watches, known for their simple design, ruggedly solid construction and outstanding dependability, are included in the display of the Swiss Watch Pavilion.

The company was founded by an enterprising Boston engineer F. Jones in Schaffhausen on the River Rhine in Switzerland where the factory is still today. The company's high-grade watches are made in limited number to fulfill high standards.

Included in the International-Schaffhausen exhibit:

- . World's first portable clock: This clock was made in the city of Schaffhausen, Switzerland, in 1570. It is about eight inches in diameter and is contained in an elaborately carved gold case. The clock chimes the hour, half and quarter hours.
- . Ingenier: This watch is made especially for use by RAF pilots. It is waterproof, automatic, non-magnetic and has a radiated dial for visibility in the dark.
- . Men's diamond and platinum pocket watch: Thirty-six diamonds, an equivalent of 2.40 K surround the face of this watch which is attached to a platinum chain almost 12 inches long. It is priced at \$3,500.

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### LONGINES-WITTNAUER

The largest display of watches at the Swiss Pavilion is the Longines display showing the vast scope of watches made by Longines. Included is a \$100,000 collection of opulent diamond watches created around the world's smallest round movement; also the most accurate wristwatch ever tested at Neuchatel Government Observatory, Switzerland. Other watches for work, play, evening wear, for skin divers, and super-accurate watches for scientific use.

#### Featured at the Longines-Wittnauer Exhibit:

- . Longines Radar Watch: Full protection against erratic operation caused by magnetic fields generated by modern electrical equipment such as radios, TV sets, loudspeakers, etc., is provided in this watch.
- . Longines World's Fair Jubilee: A man's square ultra-thin watch with Florentine and polished finished, alligator strap. Lady's bracelet watch features a faceted jewel-like synthetic sapphire crystal.
- . Longines Five-Star Admiral Automatic: Said to be the most advanced automatic in the world today, ultra-thin, yet all-proof. A classic round polished case with a new self-adjusting mesh bracelet.

#### Of further interest:

- . A remarkable collection of extremely accurate and complex equipment used to time sporting events throughout the world.

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## MIDO

For more than 30 years, Mido has specialized in waterproof, self-winding timepieces. Today, Mido's is the only factory in the world devoting its research and production facilities exclusively to this field.

Featured at the Mido Exhibit:

- Mido Ocean Star Calendar watch: Engineered like a diving bell to seal out water, this watch case is built from a single piece of metal and sealed air-tight in front by a "window." Priced from \$110 to \$1,000, the watch is available in three different sizes to correspond with the size of the wearer's wrist.
- Mido Caprice: Smaller than a dime, the Caprice is the smallest self-winding timepiece in the world. A high styled cover is graced with a spray of 12 precious stones including diamonds, emeralds, rubies, and sapphires. The bracelet is woven from thread-thin strands of 14 carat gold. Price: \$750.
- Mido Deep Dive Watch and Decompression Timer: Waterproof to a depth of 1,000 feet, the deep dive watch is built like a diving bell of a one-piece case to withstand great pressures of depth. A revolving bezel eliminates the need for memory charts during the diver's return to the surface.

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### MOVADO

World-known for its leadership in styling and quality, Movado is displaying the latest creations in watch designs at the Swiss Watch Pavilion. Movado watches are sold in 10,000 cities, all over the globe.

Founded in 1881, Movado is recognized as a pioneer in the development of calendar and chronograph watches and as a protagonist of self-winding watches. Movado styling has set the pace, both in men's and ladies' watches. The company is especially known for its design of slim and ultra-thin timepieces.

Highlights of the Movado Fair exhibit are:

- St. Christopher pocket watch: This watch for men can be hung from a key chain. A St. Christopher's medal is on one side and the watch on the other side. The whole watch is the thickness of a 50 cent piece and comes in either 14 K gold or sterling.
- Ladies diamond and platinum watch: The elaborate bracelet of this watch contains 213 diamonds. Two emerald-cut baguettes, each 2 1/4 K, are set on each side of the watch. It is priced at \$8,000.
- Ermeto travel watch for men and women: The gold or leather encasement when opened reveals the watch and winds it, too. The Ermeto has a back stand for a night table or desk. The watch comes with a built-in alarm and calendar.
- Black-faced watch with gold dot as only numeric indicator: This watch, which comes in both men's and women's sizes, is included in the permanent design collection of the Museum of Modern Art. The time is ready by the position of the hands rather than by an indicated number or symbol.

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### OMEGA

Switzerland's largest selling quality watch is the Omega which has achieved an enviable reputation during its 117 year history. The world's most expensive oil, valued at \$2,000 per gallon, is used routinely in lubricating Omega watches. This is an example of the extraordinary care that goes into producing an extraordinary watch.

#### Featured at the Omega Exhibit:

- Omega Seamaster: A date-dial watch for men combines the best features of four watches; it is self-winding, tells the date, and provides sports watch sturdiness with dress watch elegance. Price: from \$120.
- Omega Sapphette: Beneath the crystal, a synthetic sapphire shimmering with a thousand highlights, this elegant woman's watch contains the prized Omega movement. With textured gold bracelet. Price: from \$650.
- Omega bracelet coverlid watches: the cover lid swings open at a slight touch to reveal a distinctive dial with gold hour markers. A magnificent bracelet, a superb watch. Price: from \$255.

#### Of further interest:

- The Omega exhibit will feature watches ranging in price from \$65 to \$10,000.

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## PATEK PHILLIPE

Patek Philippe, is known as the master of the watchmaking industry. Their display includes timepieces with perpetual calendars, repeaters (chimes), split-timing mechanism and its electronic Quartz Clock.

The company has its own observatory and observatory timers are kept on desks of workmen so they may regulate the time of watches made as exactly possible with astronomical time. Patek Phillippe watches have been in demand by royalty, world leaders and outstanding people down through the years.

Featured at the Patek Philippe Fair exhibit:

- World's first stem-winding watch: This watch was made in 1846 and revolutionized the watch-making industry. Prior to the manufacture of this watch, all watches were wound by key.
- Queen Victoria watch: Made in 1851, the back of the case of this watch is embellished with 45 diamonds on a blue enamel background.
- Admiral Byrd watch: This watch is a replica of the one Byrd wore on his 1955 expedition to Antarctica. Waterproof and temperature-proof its parts are made of special metal that is magnetic resistant.
- Desk clock operated by light: When exposed to two hours of light, this clock will run continuously for 72 hours. It contains a reserve photo-electric light cell which keeps it running for one year in darkness.

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### ROLEX

Less than one-fourth of one per cent of all watches can qualify as chronometers and each chronometer must pass exacting tests. Since 1927, Rolex has produced more than 500,000 wrist chronometers, about one half the production of the entire Swiss watch industry. Rolex is also the inventor of the waterproof watch as well as the self-winding watch.

#### Featured at the Rolex Exhibit:

- Rolex Oyster Perpetual Day-Date Chronometer: With bark finish Florentine bezel and bracelet in 18 carat gold. It is self-winding and waterproof, showing both day and date. Price: \$1125.
- Rolex Oyster Perpetual Submariner: Self-winding, waterproof to a depth of 660 feet, with revolving calibrated bezel to measure elapsed time. Price: from \$195 with bracelet.
- A stunning Rolex ladies watch with a bracelet of interwoven white and yellow gold. In this bracelet is set a tiny precision watch surrounded by 16 full cut brilliant diamonds. Price: \$975.

#### Of further interest:

- A remarkable collection of watches priced from \$87.50 including the handsome Midas group priced at \$2,000 as well as the famed Rolex Oyster which was attached to the outside of the bathyscaph Trieste and kept impeccable time at a depth of 35,798 feet.

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### TISSOT

First manufactured more than 110 years ago, Tissot watches are among the most popular in Switzerland—where every other family includes a watchmaker—and are sold in 98 countries. All Tissot parts are manufactured under one roof and are guaranteed for one year.

Featured at the Tissot Exhibit are:

- Tissot Visodate: A man's self-winding watch of slim silhouette with calendar dial. Water resistant. Appropriate for dress or sports wear. Price: from \$69.50.
- Proportioned size watches for women to flatter the wrist. These Tissot models are available in three sizes—approximately the size of a dime, a nickel or a quarter. Price: from \$39.50.
- Tissot's Continental series features the elegant styling of narrow straps of alligator, suede or fine leather combined with traditional Tissot beauty and accuracy.

Of further interest:

- A man's cufflink watch in 14 carat white or yellow gold and Florentine finish. A black star sapphire is set in the second link. Price: \$125.

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### VACHERON & CONSTANTIN-LE COULTRE

This exhibit includes remarkable examples of the great work attained by Swiss watchmakers. Many of these watches on exhibit represent months of work by skilled craftsmen.

#### Featured at the Vacheron & Constantin-LeCoultre Exhibit:

- LeCoultre: The most complicated watch in the world contains nearly four times as many parts as a typical watch. This watch chimes, contains a perpetual calendar (adjusting for months of different length and even Leap Years), and also has a split-second timing mechanism. Price: \$2,500.
- LeCoultre: The smallest watch in the world is an example of LeCoultre precision. The entire watch movement is the size of a paper matchhead, weighs about one gram, and is worth more than 400 times its weight in pure gold.
- Vacheron & Constantin: At first it looks like a 1904 \$20 gold piece—which it is. But the gold piece opens to reveal the thinnest watch in the world cleverly concealed in the hollowed-out coin. Closed, even the sharpest eye cannot discern that the gold piece is really a watch. Price: \$1,000.

#### Of Further Interest:

- A perpetual motion clock, the Atmos, is powered by the unfailing daily variations in temperature. One of the most accurate and beautiful clocks in the world.

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## ZODIAC

For more than three quarters of a century, Zodiac watches have been made under the careful supervision of the Calame family of Le Locle, Switzerland. These watches are famous for custom craftsmanship, accuracy and beauty on five continents. Even today, Zodiac watches are made with the same attention to detail as the very first watches produced by the Calame family.

Featured at the Zodiac Exhibit:

- . Zodiac Sea Wolf: Superbly tailored for around the clock wear and tested to 660 foot depths for waterproof operation. Both men's and women's models are self-winding, anti-magnetic, shock resistant, with luminous dials and with movable outside bezel with minute calibrations to show elapsed time.
- . Zodiac Grant: A highly styled calendar watch which provides time, day, date, month and moon phases automatically. Black dial with raised markers and a gleaming checkerboard band.
- . Zodiac Lotus: An exquisite ladies watch with lines reminiscent of Oriental art. In 10K rolled gold plate with Florentine textured surfaces. Shock resistant and with a lifetime unbreakable main-spring and balance staff.

Of further interest:

- . The Zodiac Olympos: self-winding, waterproof, and with an automatic date window. The dial itself revolves to the exact hour with great accuracy. Smartly styled and with a matching expansion band.