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Switzerland back at Man and His World

The Management of the Swiss Pavilion at Man and his World - Montreal 1973, is pleased to invite you to pay us a visit during the Summer (June 21-September 3). The reopening of our Pavilion last year, for the first time since 1967, was a success as we had the privilege of receiving more than 300,000 visitors during its 46 short days of exploitation.

Faithful to its vocation, the Swiss Office for the Development of Trade has the responsibility of supervising the preparation of the Pavilion, under Miss E. Affolter's able direction and thanks to the skill of Mr. J. Durieu, architect-decorator in La Chaux-de-Fonds.

The Swiss presence at Man and his World is a renewed proof of the friendly relations which link Switzerland and Canada. No doubt that the diversity of the different exhibits will again attract a large attendance.

We are very happy to present works by Swiss artists living in Canada or Swiss incumbents of the Canadian Council of Arts: engravings, sculptures, photographs and sculpture in macrame. Next to it, Mr. H. Hermann, a glass-blower from Zurich, will demonstrate his art in a spectacular way.

In the large space devoted to tourism, the visitor enjoys the large slides and the blown-up colour photographs showing the beautiful scenery of our country before taking a seat in the amphitheatre where a permanent multivision show remembers him that Switzerland is one and many.

The textile sector is bringing again its traditional note of elegance and next to it the temptation will be great to replace the old sewing machine by the latest model which the hostesses are demonstrating.

On the ground floor, Swiss books and records add to the cultural image of Switzerland the Pavilion is endeavouring to bring to our visitors.

On the first floor, the large theatre (450 seats) is open again: films are being

shown at the rate of 4 sessions a day from Monday to Friday and of 7 sessions during the weekends.

In the showcases of a new design, the latest models produced by the Swiss watch-making industry are on display together with the creations of a well-known Montreal jeweller of Swiss origin.

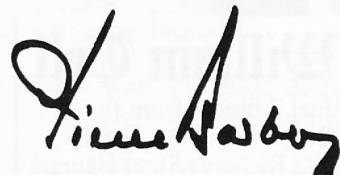
A cosmonaut mannequin, flown from Houston and wearing the watch worn on the first landing on the Moon, is a proof of the Swiss participation to the conquest of space, as the model of an atomic clock is emphasizing the fact that "Swiss" and "Measure of time" are synonymous.

The Watchmakers of Switzerland have also the ambition to be remembered as being at the very top in the field of timing international sport events: space is of course limited in the pavilion but the race track, on the first floor, will be, for weeks, a welcome place of competition for the children who are seeing the result of their efforts being printed automatically.

At the end of the visit a stop at the now famous Swiss Restaurant is a must for every Swiss living in or passing through Montreal, chefs and hostesses from Switzerland are happy to offer them the well-known Swiss specialities.

Before leaving this tiny part of Switzerland temporarily hosted on St. Helen's Island, our friends of all ages will no doubt want to take home some souvenirs imported for them from Switzerland, on sale at the Swiss boutiques located opposite the main entrance to the Pavilion.

Welcome to you all!



Commissioner General