

THE CARE AND SERVICE OF FINE WATCHES

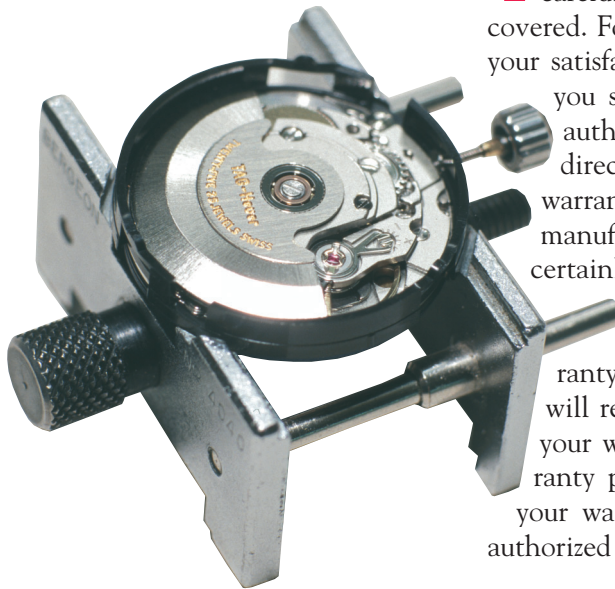


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257 Adams Lane
Hewlett, New York 11557
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Part of owning a fine watch is taking proper care of it. This guide should help you understand what your watch needs in order to keep it looking good and operating as well as it can. First, please familiarize yourself with any manuals or instructions that were included with the watch. Normally these instructions are found somewhere in the original sales box. You should be familiar with your watch, its functions, and also its limitations. This pamphlet will guide you through the care and service of your new timepiece.

Your watch has a manufacturer's warranty; normally a warranty will be for a period of 1-2 years, some are warranted for up to five years. Read the warranty carefully, as it will explain what is and what is not covered. For instance, if your watch fails to perform to your satisfaction within the specified warranty period, you should immediately return it to either your authorized dealer or, should the warranty specify, directly back to the manufacturer. During the warranty period, service by anyone other than the manufacturer or authorized service center will most certainly void any warranty you may have. Read the warranty carefully, it may require you to register your timepiece by sending in the warranty certificate after the initial purchase. Most will require you furnish the warranty certificate if your watch needs service within the original warranty period. If you have any questions regarding your watch's warranty, please ask someone at your authorized dealer or service center.



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Photography by Mark Archer

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Next, you should familiarize yourself with the features and functions of your watch. Most consumers are unfamiliar with the concept of water-resistance. **NO WATCH IS WATERPROOF.** The level of water-resistance of your watch is most likely printed somewhere on the watch itself. Quite often, it is written on the caseback, also there may be a reference on the

under water. A watch with a 50M rating will only tolerate activities such as washing dishes. A 100M watch can be taken into the shower, or surface swimming. A 200M watch is suitable for recreational diving, and a 300M watch is specially sealed to tolerate the pressure of a deep dive. If you are unsure of your watch's level of water-resistance, please ask your authorized dealer or service center.

Water resistant watches are often equipped with a "screw-down crown." In order to adjust the time or date on a watch with a screw down crown, you must first unscrew the crown. The crown is threaded on to a tube. When it is unscrewed from the tube, you should feel it release. At this time, pull the crown out to the time setting or date setting position. The manual should indicate which position corresponds with the time and date functions.

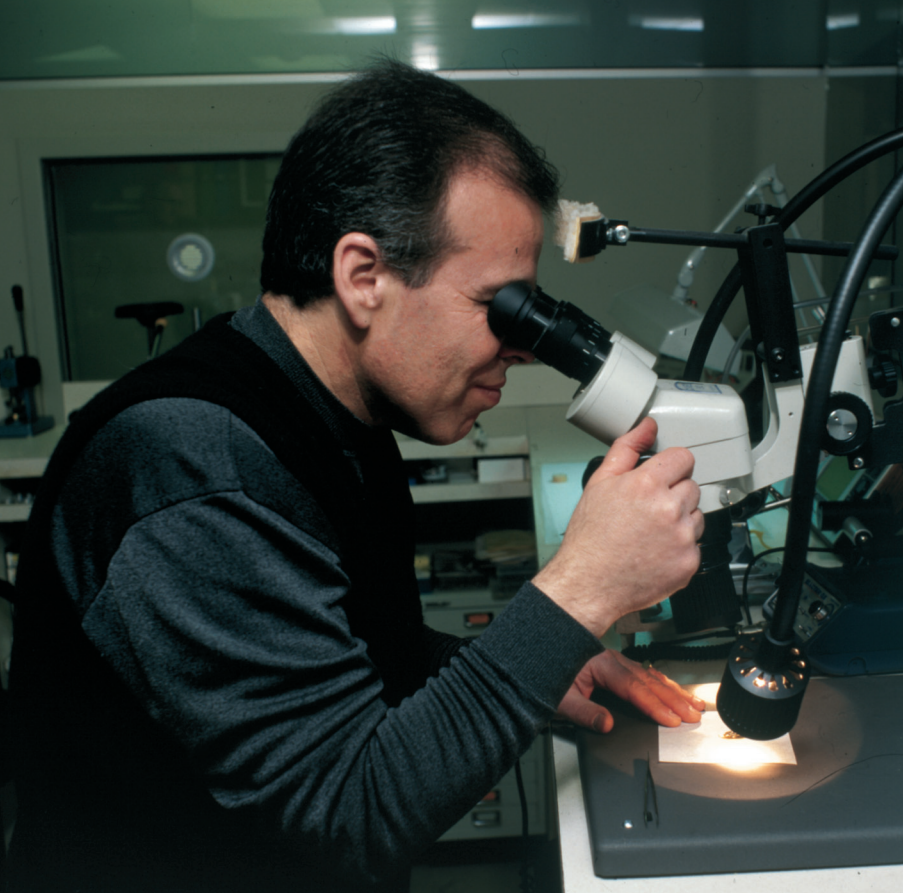
Omost watches, the farthest out position will adjust the time, the date setting position is usually halfway out. Once you have your watch set on the proper time and date, you must return the crown to its original locked-down position. Do this by pushing the crown back in on the threaded tube, and gently

screwing it down clockwise until it will no longer turn. Failure to return the crown to the correct locked-down position will compromise the watch's water resistance.

If you purchased a "quartz" watch, that means your watch is powered by a battery. Most watch batteries are 1.5 Volt silver oxide button cells. Most batteries will last 2-3 years before needing to be replaced. Many better quality watches are equipped with a "low battery indicator." If your watch is equipped with this feature, the sweep second hand may move in 5 second



dial. If your watch is not marked water-resistant, you should not expose it to water at any time, as it will likely leak. If your watch is only marked "water-resistant", that means that your watch will tolerate only a minimum exposure to water, such as an accidental splash or a rainstorm at most. A watch's level of water-resistance is most often noted by a depth rating, usually in meters. Your watch may be rated 50M, 100M, 200M, and even up to 300M. These ratings are not to be taken literally. A watch rated to 50M is not suited to diving 50 meters



intervals, while still keeping time. This is the watch telling you that it's time for service. Please bring it to an authorized dealer or service center right away for battery replacement. If a dead battery is left in a watch, it can discharge and leak chemicals into the movement, so it's best to take care of this right away. Watch batteries are available for purchase at most hardware and drug stores, however it is not advisable to "do it yourself." A professional watchmaker has tools that allow him to open and close almost any watch without any evidence that it has ever been opened. He will also have the necessary tools to close and seal the watch properly. A fine watch is a delicate instrument, and should never be opened by the consumer. Improper battery installation can severely damage the circuitry of the watch, compromise the integrity of the water seal, or void any warranty you may have.

When you do bring your watch in for service, make sure the watchmaker who will service your watch has the proper equipment to reseal the watch for water resistance and has access to spare parts. Modern testing equipment allows a watchmaker or qualified technician to pressure test your watch and tell if the watch has a leak or not. If there is a leak, the watchmaker will need to locate and seal the leak. There are gaskets on the inside of the watch that can deteriorate over time, and these must be replaced with the proper parts. If your watchmaker does not have the proper equipment to seal your watch, he is not qualified to service your watch.

If you purchased a mechanical watch, that means that it needs to be wound daily if it is going to be used daily. Wind it fully, which means turn the crown in a clockwise direction until you feel it stop. If you do not intend to wear the watch everyday, it does the watch no harm to wind down and stop. When you are ready to wear it again, simply pull the crown out to setting position, set the watch, and return it back to it's original position. Wind it fully, and it's ready to go. Do not be afraid to turn the crown in an counter-clockwise direction when in the winding position. Turning the crown counter-clockwise is akin to turning the pedals backwards when riding a bicycle, in that you will not go forward, nor backwards, but you will not harm the mechanism.

If you purchased an automatic watch, this watch is wound simply by the motion of your wrist. This is also referred to a "self-winding." These watches require daily wear to keep running. If you take the watch off, it should run 35-40 hours before winding down and stopping. Many owners of automatic watches own devices that simulate the motions of a person's arm. These are handy in that you can own several automatic watches and if you wish, keep them running perpetually. Watch-wind-

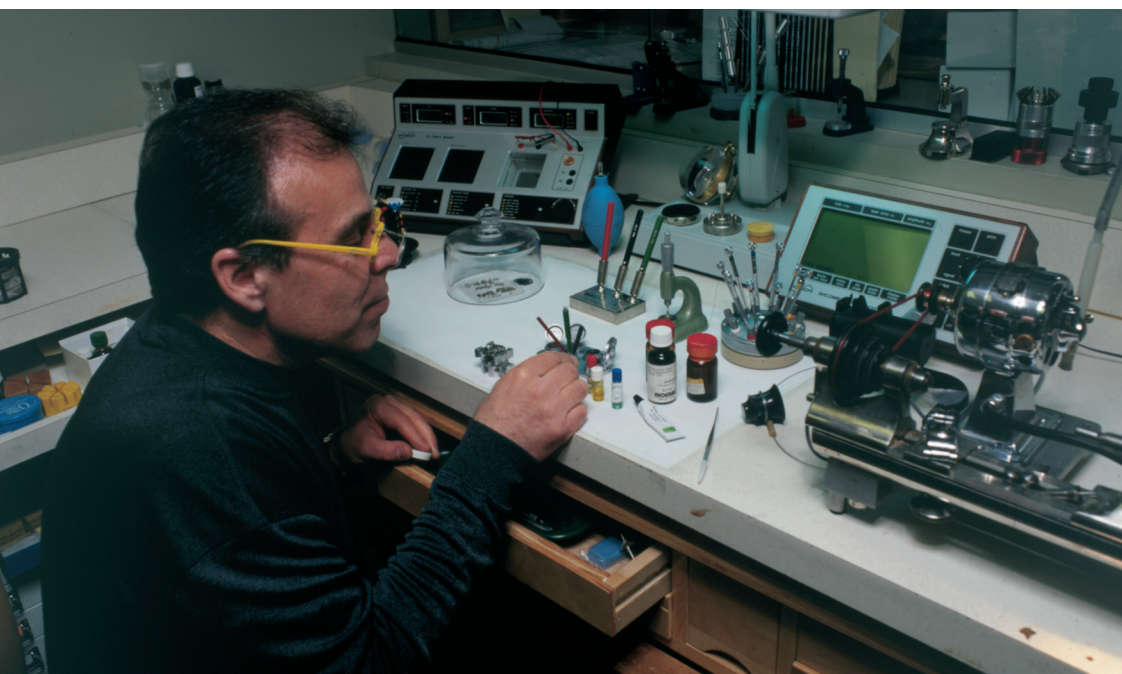
ing devices are available in many fine watch stores.

Owning a fine watch is truly a pleasure. To keep your watch looking and running as well as possible, it has to be properly maintained. Leather straps should be changed as often as needed. Even the finest straps wear out; a new strap greatly adds to the look of a watch. A worn out strap not only looks bad, but it increases the chance of the watch falling off the wrist and breaking. Bracelets should also be checked periodically, loose clasps should be repaired or replaced as soon as possible. Spring bars are pins that hold a strap or bracelet to the watch case. Insist on stainless steel spring bars at all times. Brass spring bars can corrode, and are not as strong as stainless steel spring bars. Loose pins in a bracelet should be repaired or replaced immediately. Genuine straps and bracelets are available through most authorized dealers, or you can choose to purchase a “generic” bracelet or strap on your watch. These are usually less expensive than genuine straps, and are often equal quality. Use your own discretion at choosing a strap. A quality leather strap will cost between \$10-\$50, although exotic skins can cost more. Choose what looks and feels best for you and your watch. Inexpensive leather straps tend to be of poor quality; paper filled with a very short lifespan.



The crystal and crown of a watch are not usually covered by a manufacturer's warranty. These are external parts of a watch and thus are the most likely to be damaged. If your watch is dropped or hit, the crystal may break, crack, or chip. It is important that you bring your watch to your authorized jeweler or watchmaker to have it checked. A small crack or chip is big enough to let water, dust, or dirt inside your watch. The crown on a watch is also subject to damage and

wear. Many crowns are made of a base metal such as brass. Even if the crown is not used often, it can corrode and wear away, opening up the watch to anything in the atmosphere. If the watch is mechanical, the crown is manipulated every day that the watch is wound. If you feel it has become difficult to wind the watch, the knurls on the crown may have worn away. A replacement crown can make the watch easy to wind again.



TROUBLE-SHOOTING

Second Hand is Skipping in 3-5 second Intervals (Quartz Watches)

This is the low-battery indicator. Bring your watch to your authorized dealer or a trusted, competent watchmaker. Ask that the battery be changed, the current consumption (how much electricity the watch needs to run) checked, and the watch resealed for water-resistance.

My watch battery was changed less than one year ago, why has it stopped?

First, make sure that the stem and crown are pushed in the watch. If the stem and crown are in the setting position, most quartz watches have a "hack" mechanism that will stop the watch. If the stem and crown are in the proper position and is still not working, then your watch is in need of service. Bring it to an authorized dealer or competent watchmaker for evaluation.

Moisture/Condensation are Visible Inside the "Water-Resistant" Watch. Your watch has a leak. At some point the integrity of the seal has been compromised. Bring your watch to your authorized dealer or competent watchmaker immediately. The water must be removed professionally and the watch most likely will need service. Water inside of a watch can cause severe damage almost immediately.

The date is changing at noon instead of at midnight. If your watch has a date function, it will advance one day every 24 hours. If the date is changing at noon, the watch is 12 hours off. Advance the hour and minutes hand to the actual time, and set the date. It should now advance properly at midnight.



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