

*Guarantee and
Information Brochure*

Mido

OCEAN STAR

*the watch
you never have
to wind*



YOU ARE NOW THE OWNER of one of the world's great precision timepieces — a Mido "Ocean Star" Watch. We want to tell you something of its background so

that you, too, can experience that pride of ownership shared by Mido wearers throughout the world.

Your Mido "Ocean Star" Watch was made with painstaking care in the sun-flooded Mido factory at Bienne, Switzerland. The craftsmen who made your watch were literally born to their trade. Their fathers were watchmakers, as were their grandfathers and great grandfathers. The skills of hun-

dreds of years are in their blood.

To these dedicated workers, watchmaking is more than a way of life; it is life itself. Because your Mido watch reflects this devotion to a great tradition, you may expect it to give you exceptional service, both in accuracy and longevity.

IN THE FIELD OF SELF-WINDING, 100% WATERPROOF WATCHES, Mido occupies a unique position. Mido pio-

neered the self-winding, 100% waterproof timepiece and, indeed, almost every important advance in modern self-winding movements has come out of the Mido factory. Today Mido is the only factory in the world to devote its research and production facilities exclusively to this specialized field. Mido watches are sold and serviced in 111 countries.



powerwind

*the extraordinary
self-winding
mechanism of your
Mido watch*

When we say that Mido is “the watch you never have to wind” we mean just that. So sensitive is Mido’s self-winding mechanism that your watch will start run-

ning the moment you take it out of its box. To set the time, simply pull out the stem, set the hands and gently push the stem back to its locked position.

Once on your wrist, your Mido will continue to wind itself through the *natural* movements of your arm. It is completely unnecessary to shake your wrist or make exaggerated movements of any kind.

Powerwind employs a miniature free-swinging pendulum that revolves in a complete circle, clockwise and counter - clockwise with every motion of your arm. This makes for a more *accurate* watch because the mainspring is kept at a constant "just right" tension — never *overwound*, never *underwound*.

Powerwind's unique design permits the use of fewer

parts than conventional self-winding systems, giving Mido watches a slimmer, more elegant look. This also makes possible the world's tiniest self-winding ladies' watches.

NOTE: In the event you do not wish to wear your watch for several days and want to keep it running, it may be hand wound by turning the stem in the conventional manner.

Your Mido
"Ocean Star"
is 100%_o

WATERPROOF



In recent years, the *slim* watch has gained greatly in popularity. In recognition of this styling trend, Mido engineers were given the go-ahead to design a new watch case, provided the world-famous 100% waterproof qualities of the regular Mido case could be retained.

The result was the "Ocean Star" case—a case of revolutionary design that surpassed all expectations, so perfectly sealed that it is guaranteed to be air tight and *condensation proof*, as well as 100% waterproof.


You will note that the "Ocean Star" case is of *one-piece* design. Turn it over. There is no screw back. The crown (which is used to set the time) is a solid *one-piece construction*, so perfectly engineered that the watch will remain completely waterproof even when

the crown is pulled out. The Mido Permafit tension ring crystal is fitted with great precision, resulting in a perfectly airtight, water-tight seal — and a permanent one. It is unbreakable. You will note, also, that the "Ocean Star" has the slim silhouette, so desirable in a dress watch.


Before leaving the factory, all Mido watches are pressure tested under water to an equivalent depth of 103 feet. You would ordinarily hesitate to expose a fine watch to water—but Mido is

the exception. You can swim with your Mido, wash or bathe with it. Neither water, dampness, dust, perspiration or vapours of any kind can penetrate its case. Such a perfect seal also ensures more dependable accuracy by preventing the fine oils inside the watch from drying out. In ladies' watches, it prevents perfume vapours and powder particles from entering the movement and changing the character of the oil, thus assuring that milady's watch will keep accurate time.



Your Mido
“Ocean Star” 
is

**SHOCK-
RESISTANT**

 The precision Mido movement is necessarily made with many delicate parts to achieve high accuracy. Mido has perfected an exclusive patented device which effec-

tively protects these parts against the effects of shocks, bumps or accidental falls. Mido is therefore the fine watch you can wear at work or in active sports without fear of damaging it. The crystal, too, is unbreakable. Naturally, it is possible to damage your watch by abusive treatment, in which case the Mido guarantee cannot apply.



Your Mido
“Ocean Star”

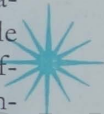
is

**ANTI-
MAGNETIC**

The modern world contains so many electric and electronic devices that it is virtually impossible to pass a day without coming in contact


with some of them. Automobiles, appliances, machines — all have invisible magnetic fields that can affect the accuracy of a conventional watch. For this reason, every vital part of your Mido is made of special metals which resist these magnetic fields.


Mido is the fine watch you can wear *anywhere!*



*Your Mido
"Ocean Star" has
the famous*

Permadure
**UNBREAKABLE
MAINSRING**

 In 1937, Mido originated the first unbreakable mainspring, a feature which has since been eagerly adopted

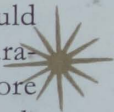
 by others in the industry. With the new Permature mainspring, made of an exclusive alloy, Mido has gone one step further. Its maximum elasticity and anti-magnetic properties guarantee continuous and accurate timekeeping under all conditions. One more reason why your Mido will remain a dependable timekeeper, year after year.

*Your Mido
"Ocean Star"
has*


SEVENTEEN JEWELS

Over the years, Mido engineers have found that the highest standards of precision watchmaking are best


served with a 17 jewel movement. Fewer jewels would affect the accuracy and durability of the watch. More jewels could easily be added, but they are completely unnecessary. Always remember that the number of jewels is not necessarily a yardstick by which you can measure the quality of a watch.



Sold and Serviced in 111 Countries



Whenever it becomes necessary to adjust or service your Mido watch, you will want to consult only an experienced watchmaker who is familiar with Mido watches, and who will use genuine Mido parts. The special tool needed to open "Ocean Star" cases is only available to Mido watchmakers. As a convenience to you, Mido has listed its distributors in different parts of the world in this booklet. These reputable firms will either service your watch for you or recommend a reliable Mido watchmaker to you. Wherever you go, the Mido world wide service is at your disposal.



EUROPE

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André Blampain, Horlogerie en gros, Silenrieux

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San Jacinto Watch Co, 1014 ½ Walker Avenue, Houston, Texas

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DEC 23 1965

 *Mido*

Mido

G. SCHAEAREN & Co. Ltd.,
Bienne, Switzerland

Guarantee

We
guarantee

Mido
Watch

No.

for one year from the date of sale to be free of any and every fault in construction. If, within such year, any defect should develop under normal use and if the watch mentioned above is returned to James C. Bowes Ltd., 17 Queen Street East, Toronto, Ont., together with this guarantee certificate duly dated and completed by the seller, at time of purchase, said defect will be rectified without charge except for cost of postage and insurance.

This guarantee does not extend to damage caused by abusive or unreasonably rough treatment.

MIDO G. SCHAEAREN & CO. LTD.

James C. Bowes *W. Schaearen*

Mido

OCEAN STAR

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