



# ROLEX

## OYSTER PERPETUAL DAY-DATE

- \* Available in 18 ct yellow or white gold or platinum only, with matching "President" bracelet.
- \* **Officially** Certified chronometer movement with mention "Especially good results".
- \* Guaranteed 100% swimproof to 165 feet (50 metres) under water.
- \* Geneva-made Oyster case, with patented "Twinlock" winding crown.
- \* Self-wound by the exclusive Rolex Perpetual rotor mechanism.
- \* Date and day of the week change instantaneously at midnight. Day of the week written in full and available in 18 different language versions.

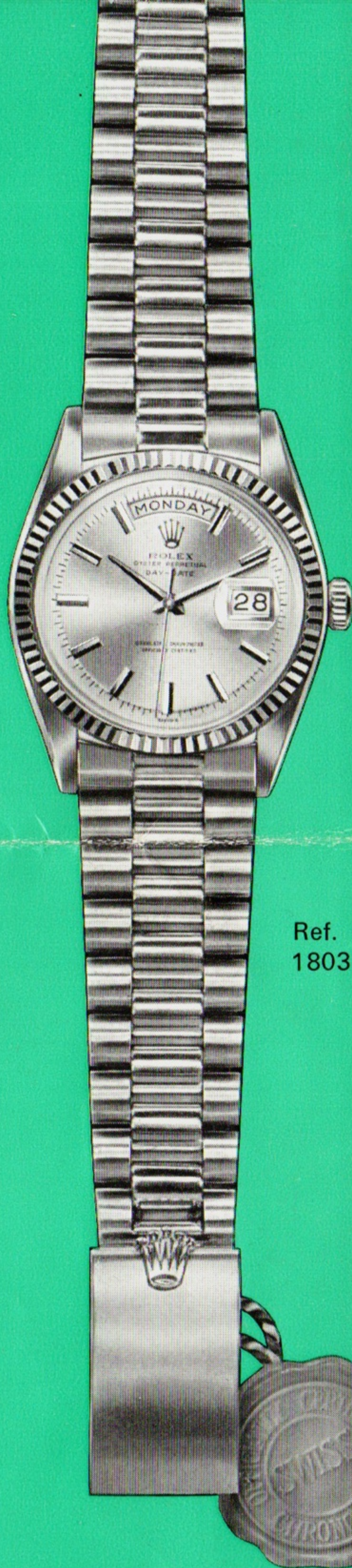


Rolex — Official Timepiece  
Pan American World Airways

THE ROLEX WATCH COMPANY LTD.,  
GENEVA, SWITZERLAND

(Founder: H. Wilsdorf)

AUCKLAND, BANDUNG, BANGKOK, BOMBAY,  
BRUSSELS, BUENOS AIRES, CARACAS, COLOGNE,  
DUBLIN, FUKUOKA, HONG KONG, JOHANNES-  
BURG, LONDON, MADRID, MANILA, MELBOURNE,  
MEXICO CITY, MILAN, NAGOYA, NEW YORK, OSAKA,  
PARIS, SÃO PAULO, SINGAPORE, SYDNEY, TOKYO,  
TORONTO.



Ref.  
1803



# DAY-DATE\*

\* Registered Trademark



# ROLEX



# The Rolex Oyster Perpetual Day-Date, the culmination of the Swiss watchmaker's art, is produced in very limited quantities

In the language of the watchmaker it is called a "montre-outil", a precision tool, built with all the painstaking care for which the Swiss are renowned. Each Day-Date is laboriously produced by craftsmen with years of fine watch-making behind them before they are qualified to hand-assemble, regulate and finish your Day-Date.

The Day-Date has the famous Rolex Oyster case. The Oyster, developed over the last forty years, was the first truly swimproof and dive-proof case. Today it is still the finest and gives complete waterproof protection down to fifty metres (165 feet). It is also completely unaffected by heat or cold, by water, sand or dust.

The Oyster case on your Day-Date is sculpted from a solid block of gold (or platinum if you prefer the platinum Day-Date). Over a hundred machining operations go into making the case — and countless hand-filing and polishing operations, too.

The result is a handsome, rugged, yet elegant case with a classic style of its own which makes the Day-Date at home on the beach, on the golf course, in the office and in evening dress. This is why men who have achieved success throughout the world choose it as their favourite watch. **Look closely at news-reel pictures and you will see world leaders in every field wearing the Day-Date with the distinctive Rolex "President" bracelet, exclusive to the Day-Date.**

Every Day-Date has been tested and certified for accuracy by an impartial Official Swiss Institute for Chronometer Tests and has gained the highest distinction "Especially good results".

The Rolex Red Seal and the words "Superlative Chronometer Officially Certified" on the dial are your guarantee that a unique combination of tests, checks and controls by the Official Institutes and Rolex has produced a truly superlative timepiece. And remember, too, that Rolex is the world's most experienced manufacturer of officially certified wrist-chronometers. We made our first in 1910...

Beside the unique Oyster case and the chronometer movement, the Day-Date also offers the crowning achievement of the watchmaker's art, the date and the day of the week **in full** on the dial, changing instantaneously every midnight. The Day-Date was introduced nearly fifteen years ago and Rolex watchmakers have the benefit of unrivalled experience in making this superb watch.

The Day-Date will become over the years your trusted companion, equal to the varied life you may lead at work and at play, distinctive yet unobtrusive, reliable yet elegant.



Winding button screwed down and watch ready to wear.

Winding button unscrewed and in the winding position.

Winding button pulled out for setting the hands or the date and day.

Always make sure that the Twinlock winding crown is fully screwed down after any adjustment.

## 1. Setting the date

Set the correct date by moving the hands forwards 24 hours (two complete turns for every day required). The date will change automatically as the hands pass midnight. The date will **not** change if the hands are moved backwards.

## 2. A quick method for setting the date

At the end of months with fewer than 31 days, the date will require correcting. Turn the hands forwards until the date changes. Then turn the hands backwards until the hour hand is pointing to the 6 index. Turn forwards until the date changes (at 12 o'clock). Repeat the operation (turning the hands back to 6 and then forwards to 12) until the correct date appears.

## 3. Setting the day

Turn the hands **backwards** until the correct day appears. Then continue turning the hands backwards until the hour hand is pointing to the 6 index. Then set the time by following the table below.

Midnight to 6 a. m. (00.01 hrs. to 06.00 hrs.): turn hands backwards a full 12 hours, then continue turning backwards until correct time is reached.

6 a. m. to 6 p. m. (06.00 hrs. to 18.00 hrs.): turn hands backwards until correct time is reached.

6 p. m. to midnight (18.00 hrs. to 24.00 hrs.): turn hands forwards until correct time is reached.

## 4. Setting to the second

Just before a given time signal, turn the minute hand so that your Rolex is set about five minutes slow, then with slight backward pressure on the winding stem "hold" the second hand at 12 o'clock. On the time signal, release the pressure and the hand will start to move. Then turn the minute hand forwards so that it shows the correct time, and is correctly related to the position of the second hand.

## 5. Keeping your Day-Date clean

Your Day-Date should be washed regularly with warm water and soap, using a soft brush for metal bracelets. When dry, polish with a soft, dry cloth. After sea-bathing, rinse your Day-Date in fresh water to remove sand and salt.