



ELEGANT CROWN



MONTH/DATE/AM/PM



2 INTERCHANGEABLE BANDS



1923WATCH.COM



"I collect timepieces. When I received my Steinhausen, I knew from the look, feel, and quality of the watch that this would be one of my favorites. I have spent thousands of dollars for inferior watches. It will be my gift of choice this holiday season." Sol S., Mt. Vernon, NY

# So rare that only a handful were made in 1923

In 1923, a Swiss watchmaker crafted the most advanced watch of its time. After 80 years, the Steinhausen watch has finally been "reborn," preserving its mastery of technology and classic design. One of the world's rarest and most sought after watches is being rediscovered...the 1923 Steinhausen.

**S**tep back in time to Steinhausen, Switzerland circa 1923. A master watchmaker works for months, trying to create the world's most perfect watch. Finally he succeeds—the first of its kind to display the date, day and month, and the only one to designate AM/PM.

## Collectors Pay Thousands \$\$\$\$

He makes a limited number of these distinctive handmade timepieces, which eventually find their way onto the wrists of only the world's most distinguished gentry. Today, collectors are willing to pay thousands of dollars to add one of these original Steinhausen masterpieces to their own collection.

## Reborn After 80 Years

Until now, that was the only way you could own a Steinhausen, still one of the world's rarest and most prized wristwatches. But for the first time in 80 years, the original Steinhausen masterpiece is now being painstakingly reproduced for modern day collectors. Still manufactured by hand, this 21st-century reproduction carries the same graceful styling and features as the original. The scratch-resistant crystal comfortably rests in a surgical grade stainless steel case and bezel, which provides the ultimate in precision and protection.

## Powered by You

This handsome timepiece has been updated with a kinetic automatic movement that is powered by the motion of the wearer's arm, so the watch never needs winding or batteries.

## Hand-crafted Elite Movement

The Steinhausen movement consists of 185 parts, that are assembled entirely by hand. To prevent wear on gears, fine watches use tiny gemstones to reduce friction. The Steinhausen features up to 35 jewels, 15 more than most of the world's elite watches. The movement is then rigorously tested for flaws and accuracy. Only 6% of the movements made ever meet the stringent requirements to be placed in this noble timepiece, making the Steinhausen one of the most accurate in the world.

## Adapted from Swiss Technology

A Swiss engineered movement comparable to the Steinhausen has never been produced at this low price. Each watch comes housed in a handsome storage case and includes two interchangeable leather wristbands in black and brown.

## \$14.95 "Wear It and Love It" Trial Offer

Until now, most of us couldn't afford an original 1923 Steinhausen. For a limited time though, the manufacturer has decided to offer this masterpiece of technology and design to watch lovers worldwide "risk free."

In fact, they are so confident you'll love the Steinhausen masterpiece, they want you to try it on your wrist for a full 30 days for only \$14.95 plus s&h. Experience this unparalleled value for thousands less than comparable collectable watches. If not satisfied, return the Steinhausen for a full refund of the trial fee.

## Steinhausen Watch 30 Day "Wear It and Love It" Trial Offer for Only \$14.95 + (s&h)

Mention Promotional Code UT12460  
To order call toll-free 24 hours a day!

# 1-888-220-8313

To order by mail, please call for details.



## SteinhausenDirect

Mastering Technology & Classic Design  
3400 South Crater Rd. • Petersburg, VA 23805

### THE STEINHAUSEN REBORN

#### Old world craftsmanship & new world technology

- Transparent rear crystal displays movement.
- Kinetic movement – requires no battery or manual winding.
- 185 precision parts assembled by hand.
- Interchangeable 8.25" leather black or brown bands.
- Handsome Storage Case.
- Polished stainless steel construction.
- Water resistant to 50 meters.



**Kinetic movement...never needs batteries...never needs winding!**

### THE HISTORY OF WATCH MAKING

<b>1868</b>	Steinhausen masterpiece is created	<b>1923</b>	1st Automatic movement in a wrist watch	<b>1953</b>	Girard-Perregaux introduces the Swiss quartz watch	<b>2003</b>	Steinhausen masterpiece is reproduced for first time
Patek Philippe makes first wrist watch		Lips produced the first battery powered watch		1966			

\*\$14.95 Trial Offer entitles customers to receive one of our Steinhausen watches for review for 30 days with the right to return the watch in that period with no additional charges (minus s&h). Customers who elect to keep the watch will be billed the corresponding purchase price plus applicable taxes for the model they choose either in full or through available payment options.