



WATCHES

Watches can be worn in a variety of ways. You can wear watches on your wrist, around your neck, in your pocket, and even on your shoulder (pendants). Watches are used to keep you on schedule throughout the day or as a fashion statement. When you are planning a watch purchase consider the following:

- Price
- Warranty
- Preferences
- Features

Price:

Watch selection depends on your budget and lifestyle. You can find watches in any price range. A watch can be a lifetime investment or a short term fashion statement. A lifetime investment example could be a Rolex and a short term investment could be a cartoon character watch for a youth.

Along with budget considerations, you have lifestyle considerations. Your activities can have an impact on the amount of money you are willing to spend on a time piece. If you are a person who frequently damages your watch during work or pleasure activities, then your watch selection may be less expensive than someone who wears a watch for many years with little or no damage. The choice is up to you.

Warranties:

When considering the purchase of a watch, warranties are important. A warranty may come from a local company or from a manufacturer. Understand who is providing the warranty, the terms of the service, and the length of the warranty. Other considerations of the warranty would be if the watch can be fixed easily at the place of purchase, or if you have to send the watch off for weeks at a time. Make sure to read and understand the warranty guidelines before purchasing the watch.

Preferences:

Price, lifestyle and warranty are important, but who is wearing the watch is a major factor in selection. Here are some points to consider:

- Who will be wearing the watch?
 - Youth or Adult
 - Age of the person
 - Activities/profession of the person
- Does it meet the special needs/disabilities of the user?
 - Visuals needs
 - Physical needs
 - Other special needs
- Where will you wear the watch?
 - Daily- The person may be wearing the watch every day so consider durability.
 - Special Occasion- The person may wear the watch a few times during the year.
 - Sports- Special sport features may be considered as well as durability.
 - Fashion- Depends on the person's preference.
 - Multipurpose- this watch can have more than one use.

Features:

Once you have selected your watch preference, you need to consider the features. The following are some of the major features to consider:

- **Face of Watch**
 - Digital – The face of the watch has a numeric display with a LCD (liquid crystal display) or LED (light emitting diode). This type of watch face is considered more casual. Digital Watches often have extra



features.

- Analog – The face of the watch has hour and minute hands with the hours marked as numbers, markers, or Roman numerals. These watches display a 12-hour day. This type of watch is usually considered more formal/classic which is good for business, dates and formal occasions.
- Analog/Digital – Some watches have a combination of the Analog and Digital faces. This type of watch is usually for casual occasions. Some analog and/or digital faces may show military time.

• **Crystals**

The crystal is the clear covering on your watch face. It protects the face of your watch. When considering the type of crystal durability is important. Softer crystals usually scratch or break easier making your watch face unreadable and undesirable.

| Crystal Type | Durability |
|--------------------|--|
| Plastic | Doesn't resist scratches |
| Glass | Hardened glass, which is resistant to some scratches. |
| Synthetic Sapphire | Hardened glass with sapphire coating to help resist scratches. |
| Sapphire | Scratch-resistant, very hard |

New Iceberg, Inc. <http://www.newiceberg.com/guide/watches/crystals>

• **Movements**

Movements (the mechanics of the watch) make the watch run. The accuracy of the watch is determined by the movement selection.

- Battery – Watches powered by ultra-small batteries.
- Quartz – Watches powered by tiny, vibrating, electrified quartz crystal. These watches are extremely accurate time pieces.
- Mechanical – Watches powered by gears and springs. These watches carry a high price tag because of the craftsmanship needed in their construction, but they usually lose about an hour a year and must be wound regularly.
 - Automatic Movement – self-winding watches that wind the mainspring from the movement of your arm.
 - Mechanical – must be hand wound

• **Band**

The band will hold the watch on your wrist.

- Leather – black, brown or other colored leather or leather like materials (usually casual wear)
- Metal – used the same type of metal to match the watch case (casual to formal wear)
- Plastic – used in many sport and gadget watches (usually casual wear)

• **Case**

The frame of your watch is the case. The shape, finish, and metal type can cause the watch to be better for casual or formal occasions. When selecting the case of your watch face, consider:

- Shape – Round, rectangular, and square are some of the case shapes.
- Finish – Shiny, matte, patterned, or inlaid with jewels or crystals.
- Metal options – Steel, titanium, gold, silver, and platinum are metal choices. The higher percentage of these metals in the watch the more it will cost. The watch cost can be reduced without losing style if the case has a coating of precious metal over a cheaper alloy. The thinner the coating of precious metal, the less expensive the watch. Durability of the case finish may also be reduced depending on the thickness of the precious metal coating.

• **Special Features**

- Watches with calendars – Day date watches display the date and day of the week. Full calendar watches display the date, day of the week, and month.
- Watches with moon-phase indicators – Watches with moon-phase indicators have a display that indicates the phase of the moon with an image on a rotating disk.
- Chronograph watches: Chronographs act as a stopwatch or use a meter to measure elapsed time. Chronographs can also come in split seconds format to measure two time segments simultaneously or



consecutively.

- Water Resistance – Usually described on the dial or back of the case, a watch’s water resistance is measured in feet, meters, or atmospheres (ATM). Watches that are water resistant up to 30 meters are splash-proof. Water resistance up to 50 meters indicates that you can wear the watch in the shower. A water resistance rating of 100 meters indicates that you can wear a watch swimming. Watches with a water resistance rating of 200 meters can be worn scuba diving.
- Atomic –The solar atomic watch also provides consistent time information for ultimate accuracy.
- Fitness – Fitness watches are used to track the time, calories burned, heart rate and other data from wirelessly linked fitness equipment. Fitness watch is able to determine how many calories you have burned, the distance, pace and many more. It makes use of pedometer which measures the steps you take, combining the data with information like the stride length and weight. Some fitness watches also include a GPS tracking system.
- World time – Watches with a world time feature show time in all time zones around the world. Some even allow you to name a major city in a certain time zone to see the time in that time zone.
- Environment Friendly – These watches are new and upcoming. Features of the watches may include: environmental friendly batteries (mercury free), organic bands, and sustainable products used in watch. (www.sproutwatches.com)

References and Additional Information

New Iceberg website: <http://www.newiceberg.com/guide>

Europa Star website: <http://www.europastar.com/watch-knowledge/>

Sprout Watches website: http://www.sproutwatches.com/eco_facts.asp

Glossary of Watch Terms from Professional Watches website: <http://professionalwatches.com/watch-glossary.html>

Watches Best: <http://www.watchesbest.com>

Examples of different watch styles:



Fashion/Analog Watch



Sport/Digital Watch



Fitness/Digital Watch



Luxury/Analog Watch



Military/Analog Watch



Analog and Digital Watch

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