

Mido Multi-Centerchrono 1941

Mido was founded in Bienne in 1918 by Georges Schaeren, soon to be joined by his brother Henri. To begin with the company specialised in small anchor escapement watches for ladies, then broadened its range with watches for men and became famous at the end of the 1920s thanks to a series of wrist watches in the shape of car radiator grilles.

In 1934, after numerous attempts, Mido launched its seminal model – the Mido Multifort. In its time this watch represented the quintessence of modern, self-winding watches, anti-magnetic, unbreakable crystal and waterproof case in stainless steel. Stainless steel had been introduced into watchmaking in 1931 under the name of Staybrite steel and at that time it was made in England, in the Firth factories in Sheffield. It was an alloy that included 18% chrome and 8% nickel. It also had anti-magnetic properties which made it all the more suitable for the watches' accurate time-keeping. Much harder than the metals used up until that time, Staybrite steel demanded the use of special tools and its cost in the 1930s was rather high.

The Multifort success was considerable and when Mido brought out its first chronograph in 1937, the rare Multichrono fitted with a Minerva 13-20 calibre, it was to be one of the first in stainless steel and waterproof. It was followed in 1941 by another chronograph which was to cause a sensation – the Multi-Centerchrono.

Advertisement from 1950

THE ONLY CHRONOGRAPH THAT ACTUALLY LOOKS LIKE A HANDSOME WATCH—ALL HANDS CENTERED FOR EASY READING

The perfect time piece for:

- Aviators
- Doctors
- Engineers
- Chemists
- Sportsmen
- Physicists
- Explorers







100% WATERPROOF
SHOCK-PROTECTED
ANTIMAGNETIC
60 MINUTE RECORDER
17 JEWEL MOVEMENT



No complicated extra dials or "hard-to-read" tiny faces—all hands revolve around the center. Every measurement is read on one large, simplified dial.

Mido
MULTICENTERCHRONO

Mido Ltd., formerly G. Schaeren & Co., Bienne (Switzerland)
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Technology :    

Rarity :  

Price : \$\$

