

ROLEX WATCH COMPANY (SOUTH AFRICA) (PROPRIETARY) LIMITED (CO. REG. NO. 05/29926/07)

TELEPHONE: (011) 29-6231/32/33, 29-6261

SCHREINER CHAMBERS, 94 PRITCHARD STREET, JOHANNESBURG 2001

P.O. BOX 9518, JOHANNESBURG 2000

CABLES "ROLEXWATCH"

TELEX: 4-87471 SA

July 20th 1987

Mr Graham Blyth 13 Telford Way EDGEMEAD 7441

Dear Graham

ARTICLE FOR ROLEX NEWSLETTER (WATCHWORD)

Further to our discussion on the 8th July 1987, I would be grateful if you would let us have an article together with suitable slides for our next edition of Watchword.

Ideally, we would like an article of approximately 700 words with reference to the performance of your Rolex Explorer (when compared with the other watches worn by your companions). However, don't worry too much about the number of words as we will edit the article according to the space available once we have it.

I look forward to hearing from you shortly.

Kind regards, Yours sincerely

Peter F Haddon DIRECTOR

P.S. Enclosed is our latest edition of Watchword.

SANAE. 28TH FEBRUARY '86

MR PETER HADDON
ROLEX WATCH COMPANY(SA)(PTY)LTD
P 0 BOX 9518
JOHANNESBERG
20000

ROLEX EXPLORER WATCH

DEAR MR HADDON,

AS PER THE AGREEMENT HERE IS THE PRELIMINARY REPORT THAT I WILL BE SENDING BACK VIA THE SHIP.

TO DATE THE WATCH HAS BEEN SUBJECTED TO SEVERE MOVEMENT AND SHOCK WHILE WORKING IN MINUS TEMPERATURES OFF LOADING STORES AND SUPPLIES. I HAVE ON OCCASIONS SUBJECTED THE WATCH TO CONTINEOUS SHOCK AND VIBRATION WHILE DIGGING ARTICLES OUT OF THE ICE (EG. THE USE OF POWER JACK HAMMERS)

THE COLDEST TEMPERATURE THAT THE WATCH HAS BEEN SUBJECTED TO HAS BEEN -23 DEG. CENTIGRADE. ONE PHENOMINA THAT I HAVE NOTED THAT DURING LONG PERIODS IN THE COLD THE WATCH TENDS TO GAIN MORE TIME THAN WHEN I AM CONFINED TO THE BASE. (A DIFFERENTCE OF 3 SECONDS PER 24 HOURS GAIN)

THE LUMINOUS NUMERALS AND HANDS ARE EFFECTIVE AND EASY TO READ IN THE DARK, ESPECIALLY CONSIDERING THAT THE BASE IS 9 METRES BELOW THE ICE AND HAS DARK PASSAGES, ETC.

DUE TO THE GLARE OF THE SUN ON THE ICE, EVERYBODY WEARS SNOW GOGGLES (USUALLY POLARIZED) OF SOME SORT. EVEN THROUGH STRONG POLARIZED LENSES THE DIAL IS STILL EASY TO READ, AS APPOSEDOPPOSED TO SOME MAKES OF DIGITAL WATCHES THAT ARE UNREAD-ABLE THROUGH POLARIZED LENSES.

ONE VERY IMPORTANT THING IS THAT I AM ALWAYS CONFIDENT OF HAVING THE CORRECT TIME TO CONDUCT MY READINGS AND TO HAVE DATA AVAILABLE ON SCHEDULED TIMES.

AS A MATTER OF INTEREST, ONE MEMBER OF THE OLD TEAM WHO HAS BEEN HERE FOR 14 MONTHS ALREADY, ALSO HAS A ROLEX EXPLORER WHICH IS 25 YEARS OLD AND STILL WORKING WELL.

YOURS SINCERELY,



TELEPHONE 29-6231/32/33, 29-6261

NATIONAL BOARD HOUSE, 94 PRITCHARD STREET, JOHANNESBURG 2001

P.O. BOX 9518, JOHANNESBURG 2000

CABLES "ROLEXWATCH"

TELEX: 4-87471 SA

March 5th 1987

Mr Graham Blyth 20 De Waal Drive Devil's Peak Cape Town 8001

Dear Graham

REPORT ON ROLEX EXPLORER I

Thank you for your report dated the 2nd February 1987 a copy of which has been sent to Rolex Geneva.

When querying with our parent company in Geneva the reasons for the excessive gains made by your watch (2 minutes per 24 hours), they advised that it was probably due to the temperature effects on the lubricant within the watch. Apparently, on expeditions of this nature or on the Everest climbs, these watches are lubricated with a special fluid which obviates the particular problem which you experience.

By now you will have had your watch returned to you and we trust that it is performing satisfactorily. Please let me know if you require the regulation to be adjusted any further.

The public relations department of Rolex Geneva will be advising me in due course should they wish to use your report or any of the slides which you submitted to me for publication or advertising purposes. We will, of course, channel any request of this nature through yourself.

I am returning the slides to you as requested.

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Thank you for your co-operation and we wish you every success in the future.

Kind regards, Yours sinderely

Peter F Haddon

GENERAL MANAGER

DIRECTORS: A.J. HEINIGER (SWISS), H. van GESSEL (SWISS), W. LANE (S.A.)



CABLES: ROLEX GENÈVE

TELEX: 27070 ROSA CH

1211 GENÈVE 24

January 9th, 1986

Mr. Graham Blyth 27th Expedition Sanae Antarctica 25 Minuach Street

Buurendal Edenvale 1610 Rep. of South Africa

Re: The Rolex Awards for Enterprise 1987

Dear Sir,

We thought that you might be interested in receiving some details about the new Rolex Awards for Enterprise which were officially launched on September 26th, 1985 at a press conference in Geneva.

We are therefore enclosing a press folder on the laureates of the previous Awards, the forthcoming Rolex Awards for Enterprise and the three categories in which to apply.

Five Awards of Sw. Frs 50'000 each will again be presented to candidates whose projects will be selected by the Jury of The Rolex Awards for Enterprise 1987 for their demonstration of the "Spirit of Enterprise" as well as for other qualifications, such as, for instance, their likelihood of completion.

Complementary information as well as an Official Application Form with Rules and Conditions can be obtained by writing to:

The Secretariat
The Rolex Awards for Enterprise
P.O. Box 178
1211 Geneva 26

Hoping that these indications will be of use to you, we remain,

Yours sincerely,

PUBLIC RELATIONS

C. Ricou

Encl: press folder

copy of the launching advertisement

CR/sg



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NATIONAL BOARD HOUSE, 94 PRITCHARD STREET, JOHANNESBURG 2001

P.O. BOX 9518, JOHANNESBURG 2000

CABLES "ROLEXWATCH"

TELEX: 4-87471 SA

August 22nd 1986

Mr Graham Blyth Antartica Expedition c/o 10 Oaks Court Union St Gardens CAPE TOWN 8001

Dear Graham

Many thanks for your radio telex report on the functioning of your Rolex Explorer I. We are pleased to learn that the watch is continuing to give you good service despite starting to gain on average one minute per day.

The gain may be attributable to you working with equipment which is producing a magnetic field. You mention that during October you will be going out to a summer base some 240 kms. south of your present location. You may well find in that new environment that the watch will return to a better tolerance level.

We wish you every success with the remainder of your research and look forward to further communication from you.

Kind regards, Yours sincerely

Peter F Haddon GENERAL MANAGER



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P.O. BOX 9518, JOHANNESBURG 2000

CABLES "ROLEXWATCH"

TELEX: 4-87471 SA REG. NO. 05/29926/07

March 17th 1987

Mr Graham Blyth De Waal Drive Devil's Peak CAPE TOWN 8001

Dear Graham

Thank you for your letter of the 12th March 1987.

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I'm pleased to learn that your watch is now keeping excellent time. You should now enjoy this consistent reliability for many years to come. Should you experience any problems whatsoever, please feel free to contact me immediately.

I look forward to seeing you later in the year when you visit Johannesburg.

Kind regards, Yours sincerely

Peter F Haddon GENERAL MANAGER





TELEPHONE 29-6231/32/33, 29-6261

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P.O. BOX 9518, JOHANNESBURG 2000

CABLES "ROLEXWATCH"

TELEX: 4-87471 SA

We wish you every success with the expedition and look forward to receiving favourable reports on the watch's functioning.

Yours sincerely,
ROLEX WATCH COMPANY (SOUTH AFRICA)
(PROPRIETARY) LIMITED

PETER F. HADDON General Manager

I, GRAHAM BLYTH, acknowledge receipt of one Rolex Oyster Perpetual Explorer 1 watch, Model N $^\circ$ 1016/0 Case Number 5711286, and fully accept the conditions of this loan agreement.

GRAHAM BLYTH





TELEPHONE 29-6231/32/33, 29-6261

NATIONAL BOARD HOUSE, 94 PRITCHARD STREET, JOHANNESBURG 2001

P.O. BOX 9518, JOHANNESBURG 2000

CABLES "ROLEXWATCH"

TELEX: 4-87471 SA

JEC

5th December, 1985

Mr. Graham Blyth 27 Minuach Street Buurendal EDENVALE 1610

Dear Mr. Blyth,

LOAN OF ROLEX OYSTER PERPETUAL EXPLORER 1 MODEL 1016/0 CASE Nº. 5711286

We take pleasure in offering you the loan of the subject watch for the duration, (14 months), of South Africa's 27th expedition to Antarctica commencing on 3rd January, 1986.

The conditions of the loan are :-

- a. You would be required to insure the watch at your own expense. (We have provided a valuation certificate for insurance purposes).
- b. Reports concerning the functioning of the watch are submitted to us periodically, at your convenience.
- c. Mention of ROLEX is made in any interviews, articles, books, etc.
- Immediately on completion of the expedition, the watch is returned to us for checking.

Whether or not the loan period will be extended will depend upon the value of the publicity material placed at our disposal. If we consider that Rolex have derived a considerable amount of beneficial publicity, you may be permitted to keep the watch.



If the conditions outlined above meet with your approval, would you kindly acknowledge receipt of the watch and acceptance of the loan conditions by signing both original and duplicate copies of this letter in the space below.

We wish you every

DIRECTORS: A.J. HEINIGER (SWISS), H. van GESSEL (SWISS), W. LANE (S.A.)



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CABLES "ROLEXWATCH"

TELEX: 4-87471 SA

March 11th 1988

Mr Graham Blyth P O Box 3938 CAPE TOWN 8000

Dear Mr Blyth

Enclosed please find your slides, which have just been returned to us. We thank you for letting us keep them all this time and trust that we did not inconvenience you in any way.

Also enclosed is a copy of the latest issue of Watchword which we hope you will find interesting.

Yours sincerely

L Rodrigues (Mrs)
PERSONAL ASSISTANT

TO THE DIRECTOR





TELEPHONE 29-6231/32/33, 29-6261

NATIONAL BOARD HOUSE, 94 PRITCHARD STREET, JOHANNESBURG 2001

P.O. BOX 9518, JOHANNESBURG 2000

CABLES "ROLEXWATCH"

TELEX: 4-87471 SA

JEC

5th December, 1985

THIS IS TO CERTIFY THAT THE REPLACEMENT VALUE UNDER PRESENT CONDITIONS OF THE ROLEX OYSTER PERPETUAL EXPLORER 1 IN STAINLESS STEEL WITH STAINLESS STEEL OYSTER BRACELET (MODEL 1016/0, CASE Nº 5711286) IS TWO THOUSAND ONE HUNDRED AND FIFTY FIVE RAND.

R2 155-00

ROLEX WATCH COMPANY (SOUTH AFRICA) (PROPRIETARY) LIMITED

PETER F. HADDON General Manager

MR. G. BLYTH
27 Minuach Street
Buurendal
EDENVALE
1610



MONTRES ROLEX S.A. GENÈVE

1211 GENÈVE 24 TÉLÉPHONE 022/43 22 00 TÉLEX 427 070 ROL CH

Mr. Graham Blyth P.O. Box 3938

June 17, 1988

Cape Town 8000 Rep. of South Africa

Dear Mr. Blyth,

We acknowledge your letter of June 9, 1988 and have plesaure in informing you that we have despatched the enclosed envelope to Commander Chris Furse at his personal address.

We hope that this letter will reach him without delay since we do not know whether he might be on an expedition... - and that he will respond soon.

Meanwhile, we remain,

Yours sincerely,

PUBLIC RELATIONS

C. Ricou

CR/fb





Mr. Graham Blyth P.O. Box 3938

Cape Town 8000 Rep. of South Africa





GENÈVE

CABLES: ROLEX GENÈVE

TELEX: 427 070 ROL CH

1211 GENÈVE 24

August 24, 1987

Mr. Graham Blyth 13 Telford Way Edgemead 7441

Cape Town Rep. of South Africa

Dear Sir,

Many thanks for your letter of July 27, 1987 and for having informed us that you received without difficulties not only our traditional Rolex calendar but also the publication on The Rolex Awards for Enterprise we sent you.

We have also noted your change of address and shall from now on send any further correspondence to :

> Mr. Graham Blyth 13 Telford Way Edgemead 7441

Cape Town

Rep. of South Africa

and no longer to :

Mr. Graham Blyth 25 Minuach Street Buurendal

1610 Edenvale

Rep. of South Africa

Thanking you again for having written, we remain,

Yours sincerely,

PUBLIC RELATIONS

cc: Mr. Peter Haddon, The Rolex Watch Co. S.A. Ltd., National Board House, 94, Pritchard Street, Johannesburg, Rep. of South Africa

CR/ct





17th Dec

ONTRES ROLEX

MONTRES ROLEX

SA

Mr. Graham Blyth, BuurGENEVE

cables: Rolex Genève f your weat Telex: 27070 ROSA CHd to receiving 1211 GENÈVE 24

Mr. Graham Blyth 27th Expedition Sanae Antarctica 25 Minuach Street

Mr. Graham Blyth for the success November 13th, 1985

Yours sincerely,

Buurendal, Edenvale, 1610 Rep. of South Africa PUBLIC RELATIONS

Dear Sir,

We acknowledge your letter of November 1st, 1985 and have taken note that you have been chosen as a team member of South Africa's 27th expedition to Antarctica departing Cape Town on the 3rd of January 1986, and we congratulate you.

Although we, as a rule, do not provide sponsorship for expeditions like the South Africa's 27th expedition to Antarctica, we would like to make an exception in your favour and have passed on a copy of your letter to

CR/sm

Mr. Peter F. Haddon

General Manager

The Rolex Watch Co. SA Ltd.

National Board House

94, Pritchard Street

Johannesburg

asking him to put a suitable watch at your disposal for this expedition.

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Mr. Graham Blyth, Buurendal, Edenvale, 1610, Rep. of S.A. - 2 -

graphs for weather research and to receiving some photoresults of your weather research and to receiving some photo-

With our best wishes for the success of the expedition, we remain,

Yours sincerely,

PUBLIC RELATIONS

C. Ricou

cc: Mr. Peter F. Haddon - Rolex Johannesburg

CK/Sm

Watch returned - 19/2/87 to keep!

Dear Mr Blyth ,

With Compliments from

ROLEX WATCH COMPANY (SOUTH AFRICA) (PTY) LTD.

and Mr. Peter Haddon

Phones: 29-6231/32/33 29-6261 Telex: 8-7471 SA

NATIONAL BOARD HOUSE 94 PRITCHARD STREET Johannesburg

P.O. Box 9518 Johannesburg 2000 Cables: "Rolexwatch"

Versekerde waarde Insured value

Versekeringsgeld Insurance fee

Ontvang deur Received by

H S PRINTING (19469-81-300-200)

Pate-stamp P 1/209

Mr Peter Haddon Rolex Watch Co. (SA) (Pty) Ltd P O Box 9518 Johannesburg 2000

Dear Mr Haddon,

The German ice-breaker, Polar Stern, has been in close proximity to SANAE doing research work in the pack ice and they have taken the liberty to visit us here. So to make use of sending letters back to South Africa, I have taken this opportunity to write to you.

Firstly I would like to tell you more about the last few months here. The dark Antarctic night closed over us from the 25 May until the 23 July. During this period we experienced some of the lowest temperatures recorded over the last 6 years here, well into the minus 40's, Centigrade. These low temperatures took their toll on cameras and watches alike.

We have also been fortunate to see some amazing auroral displays — these usually on the coldest of nights, which makes photography difficult. This type of photography necessitates time exposures, and that is when my Rolex comes into a class of its own. In fact my Rolex has been the only watch to work satisfactorily at these low temperatures. The luminous numerals and hands makes it easy to do accurate time exposures during the photographic sessions in the cold.

Unfortunately one problem has arisen with the watch. From about the beginning of June the watch started gaining time, this being a considerable amount. Monitering from two radio time signals in the base, the time gain is between 40 and 60 seconds per 24 hours. This is a slight problem as time marks on data recording apparatus need to be made daily. At present I only set the watch every 3rd day, but it will be inconvenient during the month of October when I will be away from the base. This however, will not be too serious, as I will not be doing accurate meteorological work at our Summer base.

Besides this small inacuracy, the watch is extremely reli-

able and I am very grateful for it's use.

So far our return date has been set for the beginning of February,1987. I will be contacting you soon after my arrival in Cape Town.

With kind regards, Yours sincerely,

GRAHAM BLYTH

27th EXPEDITION SANAE ANTARCTICA water gaining 20 ses/day - 27/06/86

NNNN ZCZC 01621 AAHQ16 FASE 191200 GRAHAM BLYTH SANAE 27 19 AUGUST 86 LETTER

MR PETER HADDON P 0 BOX 9518 JOHANNESBURG 2000

DEAR MR HADDON,

I AM TAKING THIS OPPORTUNITY TO SEND A RADIO TELEX TO YOU TO LET YOU KNOW HOW THINGS ARE GOING IN THIS PART OF THE WORLD.

THE SUN HAS RECENTLY RETURNED TO US AFTER 2 MONTHS OF ANTARCTIC DARKNESS. DURING THE ANTARCTIC 'NIGHT' WE EXPERIENCED SOME OF THE COLDEST TEPERATURES RECORDED HERE OVER THE LAST SIX YEARS! AUGUST HAS BROUGHT WITH IT SEVERE WINDS AND STORMS, BUT HOPEFULLY WE CAN LOOK FOWARD TO BETTER WEATHER

DURING OCTOBER SOME OF US WILL BE GOING TO OUT SUMMER BASE ABOUT 240 KM SOUTH OF HERE WHICH I AM LOOKING FOWARD TOWN

THE EXTREME CONDITIONS TOOK THEIR TOLL ON WATCHES AND CAMERAS ALIKE, BUT MY WATCH NEVER SHOWED SIGNS OF MALFUCTION! HOWEVER, ONE PROBLEM HAS ARISEN, AND THAT SINCE JUNE IT GAINS AN AVERAGE OF ONE MINUTE PER 24 HOURS. THIS IS NOT TOO SERIOUS, AS I RESET IT EVERY 3RD DAY FROM A RADIO TIME SIGNAL.

WE SHOULD BE BACK IN CAPE TOWN EARLY FEBRUARY, '87, AND I WILL BE CONTACTING YOU THEN.

WITH KIND REGARDS. GRAHAM.

20 de Waal Drive Devil's Peak 8001 Cape Town 2 February 1987

Mr P Haddon Rolex Watch Co (Pty) Ltd P O Box 9518 Johannesburg 2000

Dear Mr Haddon,

Report on Rolex Explorer I

The report will be broken into 3 sections: a) the watch and its perfomance; b) the base and life at SANAE; c) details of the slides.

a) From the time I left Cape Town (3rd Jan 1986), I wore the watch until I returned to Cape Town on the 26th Jan 1987. During this period the watch was subjected to various conditions that may be expected in the Antarctic. These included low temperatures (down to minus 50 degrees Centigrade), a combination of shock/vibration with the cold, and long periods of being wet.

As far as cold temperatures are concerned, my Rolex was the only watch to operate at these temperatures. The Rolex came into a class of its own when photographing aurora during the cold winter nights. The watch was mounted on the tripod so that time exposures could be made. (Thanks to the excellent luminous numerals and hands accurate time exposures were possible.)

Unfortunately, the metal strap of the watch caused cold burns on my wrists on certain occasions.

However, as the year progressed, the watch gained more and more time, and by October the watch was gaining about 2 minutes per 24 hours (when fully wound). I also noted that when the watch was subjected to more movement, eg. when working outside, the watch gained more time than when I was confined to base and doing base work. This did, however, make certain of my meteorological work difficult as I had to make accurate time marks on some of the recorders.

Apart from the time gain, the watch never let me down and was a pleasure to wear.

b) SANAE is a buried base, and at present the base is about 14 metres below the ice surface. The base is constructed from ARMCO corrugated steel. It is situated about 13 km from the edge of the main ice shelf and is moving at approximately 60 metres a year towards the edge. The emergency base is a new design, built above the ice, and raised each year so that it stays about 8 metres above the ice.

The over-winter team consists of 15 men, while during the relief time (mid-summer), there are as many as 80 people. These include the new team, the base maintenance team, scientists, helicopter pilots and crew.

As a team we worked and lived in close proximity, learning about all the programs and base running. As a matter of interest, some of us suffered during the dark winter months from "mid winter insomnia", or as known to us as "big eye". The reason I mention this is that while suffering from "big eye", I sometimes did not sleep for 4 to 5 days, or slept at odd times and for varied lengths. At these times I did not know if it was AM or PM, or even the date. So if anyone should use a Rolex Explorer in these areas, I would recommend the Explorer II with the date and 24 hour hand, rather than the Explorer I.

c) I would appreciate it if the slides were returned to me as I have not made copies of these slides. Should you wish to copy or print any of the slides, I have indicated the make of film behind each description.

SLIDE NUMBER

1/01 Puma helicopter carco-slinging supplies at the depot near the edge of the ice-shelf. (Agfachrome)

3/45 Raising the emergency base at midnight. (Ektachrome 64 ASA)

4/9 Meteorological upper-air huts. (Ektachrome)

12/39 Inside the old wooden SANAE base. (Fujichrome) 5/18 Shoveling snow into the hole for melting the

snow down in the base for water. (Ektachrome)

2/23 Building a new goods hatch. The side of the old shaft is still visible. The new oval tunnel can be seen at the base of the shaft. (Ektachrome)

8/41 Digging out diesel drums for the base.

(Ektachrome)
7/31 Releasing a weather balloon at minus 35 C.

9/18 Aurora in South. (Fujichrome 400 ASA) 9/23 Aurora with moon rising. (Ektachrome)

5/26 Light pillar caused by ice crystals (diamond-dust). (Fujichrome)

10/23 Moon-dogs with moon in centre. (Fujichrome)

13/24 Solar-halo. (Ektachrome)

4/13 Hoar-frost on sun meter. (Ektachrome)
4/3 Mirages of ice-bergs. (Ektachrome)

15/7 "Cat-train" en route to the mountain base.

(Ektachrome)

(Ektachrome)

3/2 Edge of ice-shelf with ice-bergs in distance.

15/10 Myself direction—finding on the way to the mountain base. (Ektachrome)

17/44 Emporer penguins being photographed on bayice. (Ektachrome)

18/33 Emporer penguin on bay-ice. (Ektachrome)

As I am under contract to the South African Antarctic Division, I must make it clear that should you wish to use any of the information or photographs I have supplied for advertising or associated publicity for Rolex, I must first get clearance from the division. Please note that all correspondence must be routed through myself.

Thank you once again for the use of the Rolex watch. I sincerely hope that the report meets with your approval. I have enclosed the watch so that it can be reset at your premises.

The above address is now my permanent address in Cape Town, to which the watch and all correspondence can be sent.

Yours sincerely,