



SEIKO

The Automation Age Watch

THE PRESENTATION SERIES

Luxury watches with self wind, day-date calendars



No. 54998—\$145.00

17J, 14K gold, self wind, day-date calendar, instant date change, luminous hands, water resist, strap. Yellow only.

No. 54996

In 10K gold filled, \$95.00.



No. 56054M—\$95.00

25J, yellow top/stainless steel back, self wind, instant day-instant date change, instant bilingual English-Spanish calendar, auxiliary hand wind, synchronized second setting, "Hardlex" mar-resist crystal, gilt dial, 98.2 ft. water tested, adjustable bracelet.

No. 56054—With strap, \$89.50.

No. 56055M

In stainless steel with cadet gray dial, adjustable bracelet, \$89.50.

No. 56055

In stainless steel with cadet gray dial, strap, \$85.00.

Hand wind, 28,800 Hi-Beat Watches with the Beat of Today



No. 67027M—\$85.00

24J, brushed stainless steel, raised hour markers on translucent midnight blue dial. 8 beats per second, 28,800 per hour, minimize motion, position, and temperature error. Adjustable bracelet.



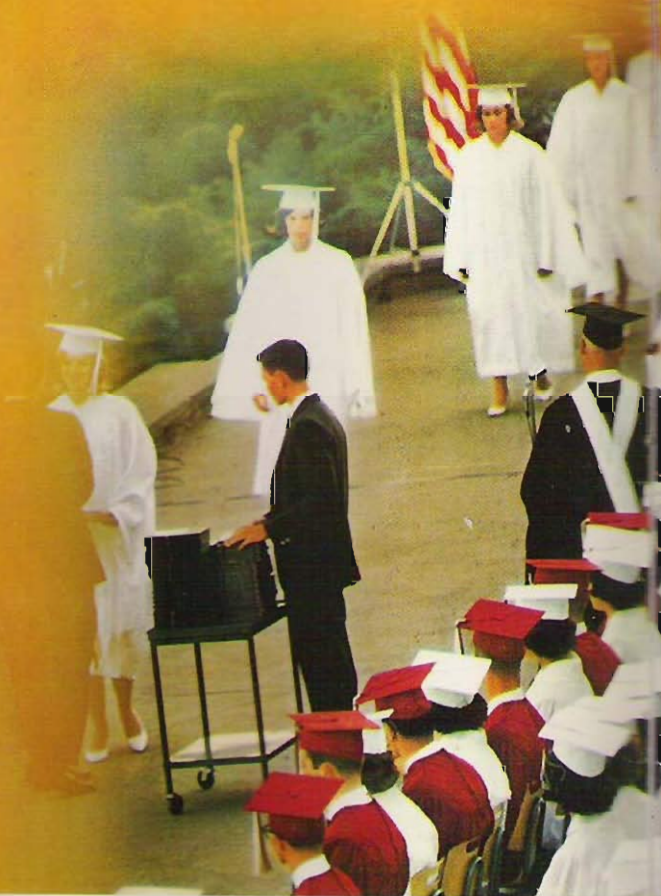
No. 67029M—\$85.00

Same as No. 67027M, with green dial.



No. 67031M—\$85.00

Same as No. 67027M, with white dial.



THE SEIKO SPECIALTIES

A special group with functional features styled for the man of today

World Timer



No. 60099M—\$59.50

Tells time and date around the world at a glance. 12 and 24 hour white dial, world time zones. 17J, stainless steel, self wind, instant date change, synchronized second setting, luminous, 98.2 ft. water tested, adjustable bracelet.

No. 60097M

With black dial, \$59.50.

24:00 Hour Navigation Timer



No. 60101M—\$69.50

12 and 24 hour dials tell military and conventional time simultaneously. 24 hour dial rotates to measure elapsed time. 17J, stainless steel, self wind, instant date change calendar, synchronized second setting, black dial, luminous, 229 ft. water tested, adjustable bracelet.

Deep Sea Diver



No. 55023—\$75.00

17J, stainless steel, self wind, instant date change, external rotating elapsed timing bezel, recessed anti-snap crown, synchronized second setting, black dial, luminous underwater, 492 ft. water tested, pressure vented strap.

Bellmatic Alarm



No. AJ001M—\$89.50

17J, stainless steel, self wind, day-date calendar, instant date change. Separate hand wind alarm assures vibrating power. Luminous, 98.2 ft. water tested, adjustable bracelet.

No. AJ003M

With black dial, \$89.50.

No. AJ002M

With yellow top/stainless steel back, white dial, \$100.00.

Chronographs-Bilingual



AH001M—\$95.00

17J, stainless steel, self wind, instant day-instant date change, instant bilingual English-Spanish calendar, stop-start push button, 30 minute timer, tachymeter timer, internal rotating elapsed timing ring, synchronized second setting, "Hardlex" mar-resist crystal, blue dial, luminous, 229 ft. water tested, adjustable bracelet.



No. AH003M—\$85.00

17J, stainless steel, self wind, instant day-instant date change, instant bilingual English-Spanish calendar, stop-start push button, 30 minute recorder, internal tachymeter timer, synchronized second setting, "Hardlex" mar-resist crystal, blue dial, luminous, 229 ft. water tested, adjustable bracelet.

SEIKO SUPER SPORTS FOR THE ACTIVE LIFE ON LAND OR SEA

External Rotating Bezel to Measure Elapsed Time



No. 54101M — \$75.00

17J, stainless steel, self wind, instant day-instant date change, instant bilingual English-Spanish calendar, concealed crown, synchronized second setting, "Hardlex" mar-resist crystal, black dial, luminous, 229 ft. water tested, adjustable bracelet.



No. 54103M — \$75.00

17J, stainless steel, self wind, instant day-instant date change, instant bilingual English-Spanish calendar, concealed crown, synchronized second setting, "Hardlex" mar-resist crystal, blue-white dial, luminous, 229 ft. water tested, adjustable bracelet.



No. 54175M — \$75.00

17J, stainless steel, self wind, instant day-instant date change, instant bilingual English-Spanish calendar, concealed crown, synchronized second setting, blue dial, luminous underwater, 229 ft. water tested, adjustable bracelet.

The skin-scuba diving daredevils, water tested to 229 ft. with self wind, instant day-instant date change, instant bilingual calendars, synchronized second setting, concealed crowns

Internal Rotating Ring to Measure Elapsed Time



No. 54097M — \$69.50

17J, stainless steel, self wind, instant day-instant date change, instant bilingual English-Spanish calendar, concealed crown, synchronized second setting, "Hardlex" mar-resist crystal, black dial, luminous, 229 ft. water tested, adjustable bracelet.



No. 54099M — \$69.50

17J, stainless steel, self wind, instant day-instant date change, instant bilingual English-Spanish calendar, concealed crown, synchronized second setting, "Hardlex" mar-resist crystal, Aztec red dial, luminous, 229 ft. water tested, adjustable bracelet.



No. 54105M — \$65.00

17J, stainless steel, self wind, instant day-instant date change, instant bilingual English-Spanish calendar, concealed crown, synchronized second setting, "Hardlex" mar-resist crystal, blue dial, luminous, 229 ft. water tested, adjustable bracelet.



SEIKO'S DELUXE "DX" SERIES WITH BOLD, BRILLIANT STYLING



No. 54146M—\$79.50

17J, yellow top/stainless steel back, instant bilingual English-Spanish calendar, concealed crown, champagne gilt dial, luminous, adjustable bracelet.

No. 54145M

In stainless steel with white dial, \$69.50.



No. 54028M—\$75.00

17J, two-tone yellow/stainless steel bezel, case and bracelet. Instant bilingual English-Spanish calendar, concealed crown, luminous.



No. 54143M—\$69.50

17J, stainless steel, instant bilingual English-Spanish calendar, blue dial, luminous hands, adjustable bracelet.



No. 54087M—\$69.50

17J, stainless steel, instant bilingual English-Spanish calendar, green dial, luminous, adjustable bracelet.



No. 54144—\$69.50

17J, yellow top/stainless steel back, instant bilingual English-Spanish calendar, amber dial, luminous hands, strap.



No. 54093M—\$65.00

17J, stainless steel, instant bilingual English-French calendar, luminous, adjustable bracelet.

The watches of the future are here: fully automatic and designed with deluxe features from the automation-age world of Seiko. Instant day-instant date change, instant bilingual calendars, synchronized second setting and 98.2 ft. water tested



No. 54148—\$75.00
17J, yellow top/stainless steel back, instant bilingual English-Spanish calendar, concealed crown, champagne gilt dial, luminous, strap.



No. 54053M—\$59.50
17J, stainless steel, instant bilingual English-Spanish calendar, luminous hands, adjustable bracelet.

No. 54055M
With black dial, \$59.50.

No. 54026
With yellow top/stainless steel back, white dial, strap, \$65.00.

No. 54024
With yellow top/stainless steel back, black dial, strap, \$65.00.



No. 54086M—\$75.00
17J, yellow top/stainless steel back, instant bilingual English-Spanish calendar, concealed crown, gilt dial, luminous, adjustable bracelet.



No. 54091M—\$69.50
17J, stainless steel, instant bilingual English-Spanish calendar, "Hardlex" mar-resist crystal, green dial, luminous, adjustable bracelet.



No. 54095M—\$59.50
17J, stainless steel, instant bilingual English-Spanish calendar, full arabic luminous numerals, black dial, adjustable bracelet.



No. 54149—\$49.50
17J, stainless steel, instant bilingual English-Spanish calendar, luminous hands, strap.

SEIKO'S ECONOMY SERIES FOR PRICE-WATCHERS

Self Wind, Day-Date Calendar Watches with Instant Date Change. Water Tested to 98.2 Ft.

No. AC001M—\$45.00
17J, stainless steel, luminous, adjustable bracelet.

No. AC002M
With yellow top/stainless steel back, \$55.00.

No. AC003M—\$49.50
17J, stainless steel, blue dial, luminous, adjustable bracelet.

No. AC005M—\$55.00
17J, stainless steel, luminous, adjustable bracelet.

No. AC008M—\$65.00
17J, yellow top/stainless steel back, green dial, luminous, adjustable bracelet.

No. AC006M
With white dial, \$65.00.

No. AC004M—\$59.50
17J, yellow top/stainless steel back, gilt dial, luminous, adjustable bracelet.

Self wind calendar watches with instant date change.

No. AA153—\$42.50
17J, stainless steel, luminous, strap.

No. AA155
With black dial, \$42.50.

No. AA152
With yellow top/stainless steel back, white dial, \$49.50.

No. AA149M—\$45.00
17J, stainless steel, black dial, luminous, adjustable bracelet.

No. AA151M
With white dial, \$45.00.

No. AA150M
With yellow top/stainless steel back, black dial, \$55.00.

No. AA148M
With yellow top/stainless steel back, white dial, \$55.00.

No. AA147M—\$49.50
17J, stainless steel, blue dial, luminous, adjustable bracelet.

No. AA146M
With yellow top/stainless steel back, white dial, \$59.50.

Self Wind Automatics

No. AP001—\$39.50

17j, stainless steel, full arabic luminous numerals, 98.2 ft. water tested, strap.



No. AP002—\$45.00

17j, yellow top/stainless steel back, gilt dial, luminous, 98.2 ft. water tested, strap.



Hand Wind Calendar Watches with Instant Date Change

No. AR002—\$45.00

17j, yellow top/stainless steel back, luminous hands, 98.2 ft. water tested, strap.



No. AR001

In stainless steel with strap, \$39.50.

Hand Wind Classics

No. AQ003—\$29.95

17j, stainless steel, black dial, luminous hands, 98.2 ft. water tested, strap.

No. AQ001

With white dial, \$29.95.



No. AQ002—\$39.50

17j, yellow top/stainless steel back, luminous hands, 98.2 ft. water tested, strap.



The Unique Lady Seiko Champions, for the fashion-conscious woman who wants all the latest conveniences of our times: self wind, auxiliary hand wind, instant day-instant date change, instant bilingual English-Spanish calendars, 28,800 Hi-beat accuracy, 98.2 ft. water tested



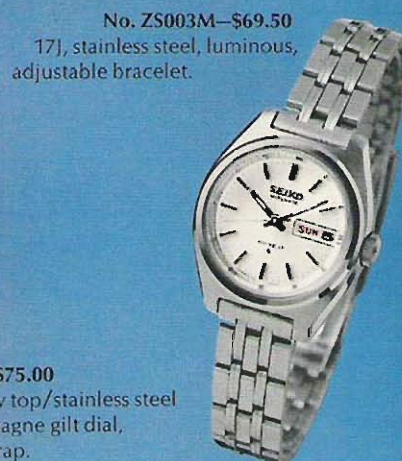
No. ZS001M—\$75.00
17J, stainless steel, luminous, adjustable bracelet.



No. ZS004M—\$79.50
17J, yellow top/stainless steel back, gilt dial, luminous, adjustable bracelet.



No. ZS002—\$75.00
17J, yellow top/stainless steel back, champagne gilt dial, luminous, strap.



No. ZS003M—\$69.50
17J, stainless steel, luminous, adjustable bracelet.

**The Beautiful Sports:
Self Wind, Auxiliary Hand Wind, Instant Date Change Calendars,
98.2 Ft. Water Tested, Magnifying Calendar Windows**



No. 71870M—\$75.00
21J, yellow top/stainless steel back, gilt dial, adjustable bracelet.



No. 71059M—\$69.50
21J, dove gray textured dial matches custom-fitted adjustable mesh bracelet and radial finished soft sheen stainless steel case.



No. 71872M—\$69.50
21J, two-tone yellow/stainless steel bezel, case and adjustable bracelet. Moss green dial.

No. 71058—\$69.50
21J, radial finished yellow top/stainless steel back, textured gilt dial, strap.

No. 71936M—\$69.50
21J, two-tone yellow/stainless steel bezel, case and adjustable bracelet. Gilt dial.

No. 71934—\$59.50
21J, yellow top/stainless steel back, strap.

No. 71943
In stainless steel, \$55.00.

No. 71003M—\$59.50
21J, stainless steel, black dial, luminous hands, adjustable bracelet.

No. 71001M
With white dial, \$59.50.



THE LADY SEIKO SPORTS SERIES WITH UP-TO-THE-MINUTE STYLING

Hand Wind Utility Sports with Instant Date Change Calendars

No. ZX077—\$39.50

17J, stainless steel, sweep center second hand, full arabic numerals, strap.



No. ZX078—\$45.00

17J, yellow top/stainless steel back, sweep center second hand, full arabic numerals, strap.



No. 72019M—\$39.50

17J, stainless steel, sweep center second hand, magnifying calendar window, blue dial, 98.2 ft. water tested, adjustable bracelet.



No. 72005M—\$39.50

17J, stainless steel, sweep center second hand, magnifying calendar window, 98.2 ft. water tested, adjustable bracelet.



Hand Wind Utility Sports Classics

No. 95033M—\$35.00

17J, stainless steel, sweep center second hand, luminous dots and hands, 98.2 ft. water tested, adjustable bracelet.



No. 95033

With strap, \$29.95.



No. 95017—\$29.95

17J, stainless steel, sweep center second hand, full arabic numerals, luminous dots and hands, strap.

Lady's Self Wind Skin-Scuba Dater, Water Tested to 229 Ft.

No. 71041M—\$75.00

21J, stainless steel, instant date change, external rotating elapsed timing bezel, auxiliary hand wind, black dial, luminous underwater, adjustable bracelet.



THE LADY SEIKO WARDROBE OF WATCH FASHIONS—5½ LIGNE



No. ZW131M—\$69.50
17J, white top/stainless steel
back, adjustable bracelet.



No. ZW132M—\$69.50
17J, yellow, champagne gilt
dial, adjustable bracelet.



No. ZW134M—\$69.50
17J, 14K gold, 10K gold filled,
bracelet, yellow.



No. ZW123M—\$65.00
17J, white top/stainless steel back,
midnight blue dial, adjustable
matching bracelet.



No. ZW124M—\$65.00
17J, yellow, champagne gilt dial,
adjustable matching bracelet.



No. ZW129M—\$65.00
17J, white top/stainless steel
back, adjustable bracelet.



No. ZW128M—\$59.50
17J, yellow top/stainless steel
back, adjustable matching beaded
rosette bracelet.



No. ZW144M—\$59.50
17J, yellow top/stainless steel
back, gilt dial, adjustable matching
bracelet.



No. ZW140M—\$59.50
17J, yellow top/stainless steel
back, adjustable matching
bracelet.



No. ZW145M—\$59.50
17J, white top/stainless steel
back, adjustable bracelet.



No. ZW146M
With yellow top/stainless steel
back, \$59.50.

No. ZW116M—\$55.00
17J, yellow adjustable bracelet.

No. ZW115M
With white top/stainless steel
back, \$55.00.

No. ZW139M
With white top/stainless steel
back, \$59.50.



A designer collection of fine jewelry, for the well-dressed wrists of 1970. In colors and shapes that match every fashion mood.



No. ZW135M—\$55.00
17J, white top/stainless steel back, midnight blue dial, adjustable mesh bracelet.



No. ZW136M—\$55.00
17J, yellow top/stainless steel back, amber dial, adjustable bracelet.



No. ZW141M—\$55.00
17J, white top/stainless steel back, adjustable matching bracelet.



No. ZW147M—\$49.50
17J, white top/stainless steel back, adjustable bracelet.

No. ZW142M
With yellow top/stainless steel back, gilt dial, \$55.00.



No. ZW118—\$39.50
17J, yellow, strap.



No. ZW122—\$39.50
17J, yellow top/stainless steel back, champagne gilt dial, strap.



No. ZW125—\$39.50
17J, stainless steel, sky blue dial, strap.



No. ZW126—\$39.50
17J, yellow top/stainless steel back, champagne gilt dial, strap.

No. ZW117
In stainless steel, \$39.50.



No. ZW154—\$39.50
17J, 10K gold filled/stainless steel back, facet crystal, yellow, cord.

No. ZW153
In 10K gold filled, stainless steel back, white, \$39.50.



No. ZW120—\$29.95
17J, yellow top/stainless steel back, facet crystal, strap.

No. ZW119
With white top/stainless steel back, \$29.95.



THE LADY SEIKO BOUTIQUE COLLECTION

The Slender Lady Seiko Baguette



No. 85039M—\$69.50
17j, white top/stainless steel
back, adjustable bracelet.

No. 85040M
With yellow top/stainless steel
back, gilt dial, \$69.50.



No. 85031M—\$49.50
17j, white top/stainless steel
back, adjustable bracelet.

Lady Seiko Petite Watches—6 Ligne Round



No. ZV028M—\$59.50
17j, yellow, gilt dial, adjustable
bracelet.

No. ZV027M
In stainless steel, \$59.50.



No. ZV024—\$79.50
17j, 14K gold, facet gold,
yellow, cord.

No. ZV023
In 14K gold, white, \$79.50.



No. ZV030—\$49.50
17j, yellow, strap.



No. ZV032—\$49.50
17j, yellow, blue-green dial,
strap.



No. ZV026—\$49.50
17j, 10K gold filled, facet
crystal, yellow, cord.

No. ZV025
In 10K gold filled, white, \$49.50.



JOIN THE SEIKO MOVEMENT (Say "Say-ko." It means precision.)

Seiko, the automation-age watch that's modern as tomorrow, is revolutionizing the watchmaking industry here and abroad.

A product of K. Hattori & Co., Ltd. of Tokyo, Japan, its reputation for value and performance has made it the largest-selling jeweled lever watch in the world. And its astonishing accuracy has been proved at major international sporting events, such as the Olympic Games. More than 12 million Seiko watches were sold last year alone, in over 80 countries, for an international success unequalled in watch history.

Behind the Seiko movement is the miracle of Seiko automation. This makes it possible for Seiko to offer highly sophisticated timepieces, with micro-electronic critical parts accurate to 1/25,000th inch, at ordinary watch prices.

Features regarded as extras on other watches come as standard equipment on a Seiko. Every Seiko sold in the United States has 17 jewels or more. 2-way shock protection—vertical and lateral. Lifetime guaranteed

unbreakable mainsprings. One-year guarantee on parts and workmanship.

In addition, Seiko watches have special features to meet the demands of modern life:

- self wind
- day-date calendars
- instant day-instant date change
- instant bilingual calendars
- synchronized second setting
- rotating elapsed timing bezels and rings
- combined 12 and 24 hour dials
- water tested to 98.2, 229 or 492 ft.
- concealed crowns
- fashionable colored dials
- "Hardlex" mar-resist crystals
- Hi-beat accuracy
- non-corrosive stainless steel body

And one of the most amazing features of all on every Seiko watch is its price. Because now that Seiko automation is here, people pay only for the timepiece, and not the time it took to make it.

* Prices and specifications are subject to change without notice.



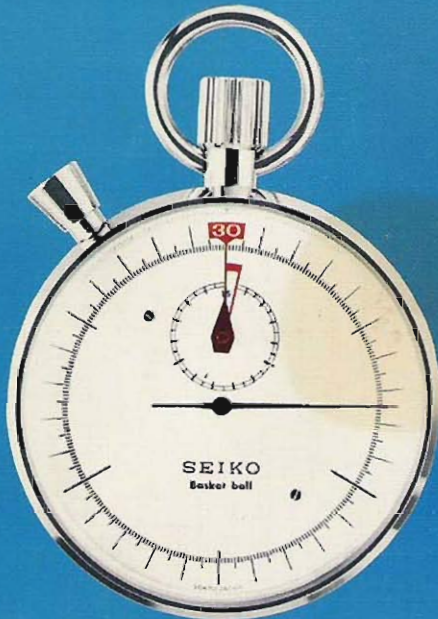
SEIKO TIME CORPORATION, 640 FIFTH AVENUE, NEW YORK, N.Y. 10019

Western Regional Office: 19603 South Figueroa Street, Torrance, Calif. 90502

SEIKO: World's largest manufacturer of jeweled lever watches.

SEIKO STOP WATCHES WITH OLYMPIC ACCURACY

When split-second accuracy counts, count on Seiko, official timer of major sporting events around the world, including the 1964 Olympics, the 1969 European Games, and the 1972 Winter Olympics.



No. 63014—\$49.50

For Basketball, 1/10 second, 15 minute accumulative recorder, 7 jewels, all chrome plated, with neck cord.



No. 63013—\$45.00

1/10 second, 15 minute accumulative recorder, 7 jewels, all chrome plated, with neck cord.



No. 63012—\$45.00

1/5 second, 30 minute accumulative recorder, 7 jewels, all chrome plated, with neck cord.



No. 63010—\$39.50

1/5 second, 30 minute recorder, 7 jewels, all chrome plated, with neck cord.



No. 63011—\$39.50

1/10 second, 15 minute recorder, 7 jewels, all chrome plated, with neck cord.

SEIKO TIME CORPORATION, 640 Fifth Avenue, New York, N.Y. 10019

Printed in Japan