

SEIKO

Precision Timekeepers of Beauty,
Accuracy and Value



SEIKO WATCHES for men and women are precision timekeeping instruments of guaranteed dependability. They are produced with painstaking care under a strict quality control system by one of the world's largest manufacturers of jeweled-lever watches, K. Hattori & Co., Ltd. Today there is a wide variety of Seiko styles with

from 17 to 39 jewels. They include chronometer, self-winding, calendar and waterproof models. Every watch is shockproof and all are moderately priced. An antimagnetic hairspring and unbreakable mainspring are standard features. Seiko watches are the proud possessions of busy modern men and women in many lands.



① "Matic Lady" Lady's self-winding watch, 21j. ② "Universe" Dress watch, 17j. ③ "Sportsmatic 5" Self-winding waterproof watch, with date and the day of week, 21j. ④ "Champion 850" Waterproof watch with calendar, 17j. ⑤ "Grand Seiko Self-Dater" Chronometer, waterproof with calendar, 35j.

SEIKO CLOCKS first appeared on the market in 1892, four years before the company began the manufacture of watches. Today they are produced in three modern factories and include a full range of models for homes and places of business. There are inexpensive alarm clocks, convenient traveler's clocks, handsome decorator

styles and wall clocks, including transistorized models of unusual accuracy. The same plants also make quartz crystal clocks that maintain absolutely correct standard time. These are used as master clocks by many broadcasting stations. They also manufacture shutters which are used on many of the finest Japanese cameras.



① No. TTX-601 (Transistor battery wall clock) ② No. 8UZ-054 (8 day style clock) ③ No. 1BM-839 (One day musical clock) ④ No. 911ZR (One day alarm clock) ⑤ No. RB-112 (One day alarm clock with center second hand) ⑥ No. RB-650 (One day alarm clock with center second hand) ⑦ No. UB-513 (One day traveler's clock)

WHERE PRECISION SEIKO WATCHES ARE BORN

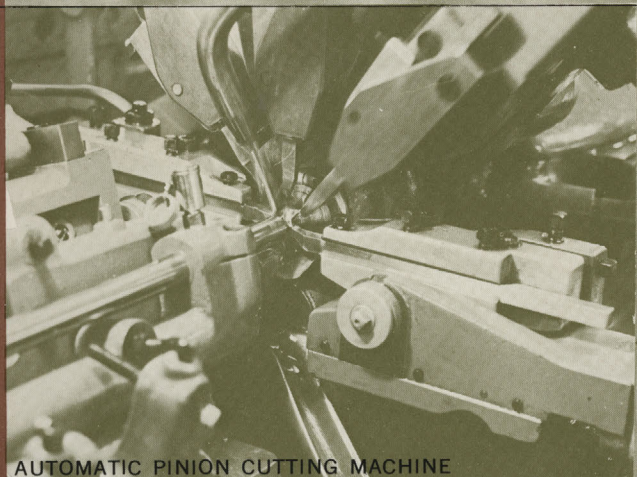
SEIKO is one of the foremost integrated watch manufacturers in the world producing everything from tiny parts to the completed watch.



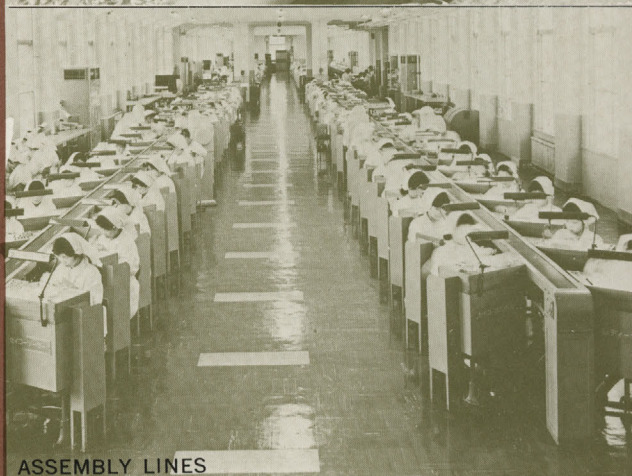
AUTOMATED MACHINE SHOP WITH SOME 450 MACHINES



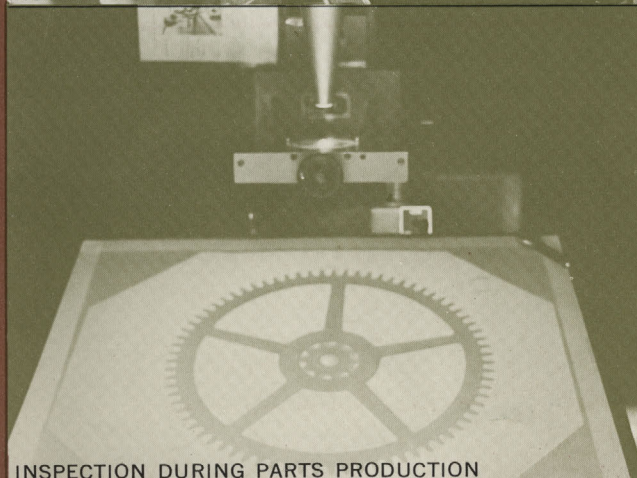
JEWEL SETTING



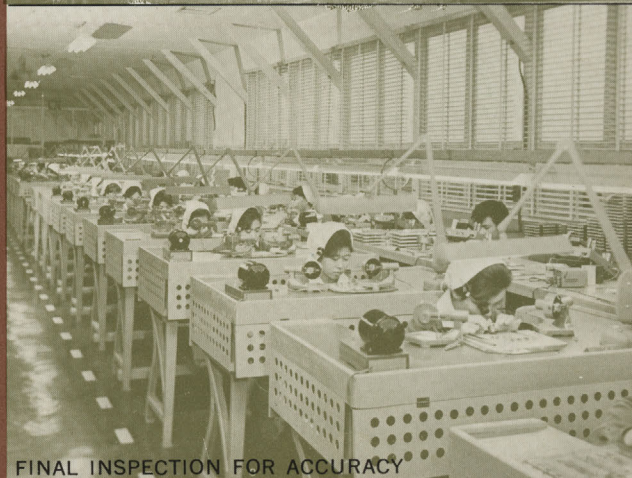
AUTOMATIC PINION CUTTING MACHINE



ASSEMBLY LINES



INSPECTION DURING PARTS PRODUCTION



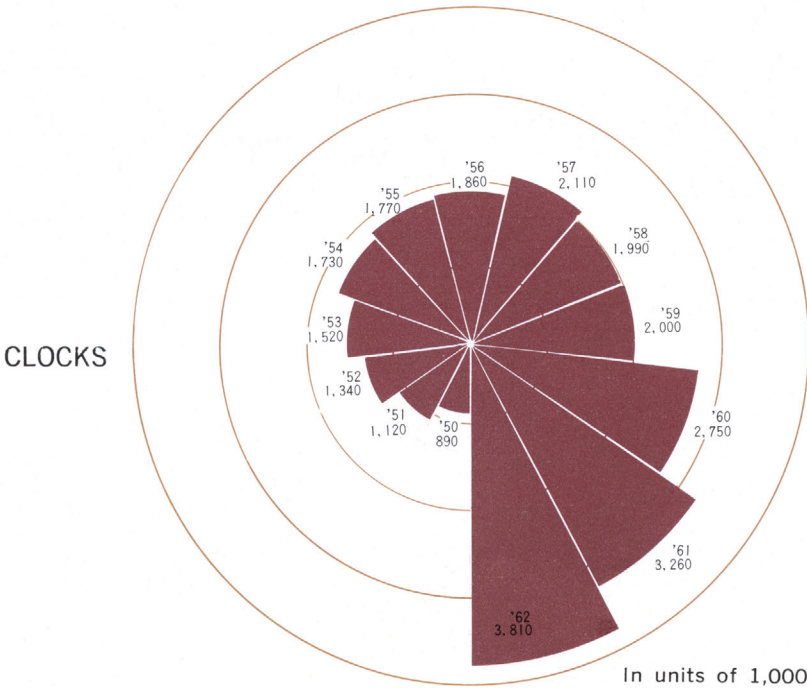
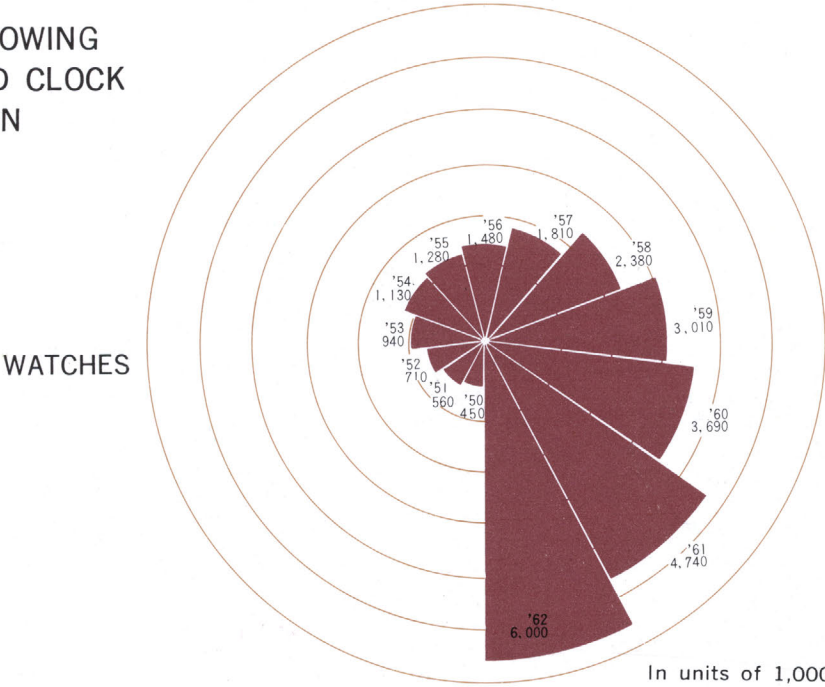
FINAL INSPECTION FOR ACCURACY

SEIKO

THE STORY BEHIND SEIKO Fine Seiko watches and clocks are the products of K. Hattori & Co., Ltd., founded in 1881 by the late Kintaro Hattori. Today it manufactures approximately 6,000,000 watches and 4,000,000 clocks annually. The head office is in Tokyo and there are sales offices throughout Japan. Seiko products are

distributed throughout most of the Far East and in much of the rest of the world as well. Wherever they are known and used they represent dependability in time. This is the same quality that led Seiko stop watches and sports timers to be officially selected to time the Games of the 18th Olympiad in Tokyo in 1964.

**SEIKO'S GROWING
WATCH AND CLOCK
PRODUCTION**



SEIKO TIME CIRCLES THE GLOBE



Seiko watches and clocks are exported to more than 70 countries where they are the proud possessions of millions of discriminating men and women.

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