



SEIKO

CHOOSING

- JAPAN'S

WORLD-

RENOWNED

WATCHES

SEIKO

Whether you are choosing a watch for yourself or as a gift for someone near and dear to you, the questions you ask will be the same. Is it the highest quality? Is it the finest workmanship? Will it serve faithfully with the minimum of attention for many years to come?

To all these SEIKO is the answer. All Japan's scientific skills have gone into the manufacture of these jewelled watches at their world-beating best. Remember, SEIKO was honoured with supplying all the official timepieces for the Olympic Games. The experience of 70 years, rigid laboratory inspection and control of production at every stage have established SEIKO'S record for guaranteed accuracy, superb finish and highest quality.

Your jeweller will show you the range and be proud to do so, for there are styles and models to suit every need and taste. The price is the surprising thing — much less than you would expect for watches of this quality.

A 65015

Stainless steel, padded leather strap

65016

As above, but gold plated

B 65027

Stainless steel with calendar, padded leather strap

65028

As above, but gold plated

C 65037

Stainless steel Automatic with concealed handset button, padded leather strap

65038

As above, but gold plated

Every SEIKO movement has a Coelinvor anti-magnetic hairspring and Diashock shock-resistant device.

All gent's models have centre seconds hands.



A



B



C

SEIKO



A



B



C

SEIKO

A **65056**

Stainless steel Automatic
with calendar, padded
leather strap

65057

As above, but gold plated

B **65011**

Stainless steel case and
bracelet, waterproof

C **65023**

Stainless steel case and
bracelet, waterproof, with
calendar

All bracelets are adjustable.

A Diaflex unbreakable mainspring is incorporated in every movement and all Automatic watches have a full rotor finely poised over six ball bearings for longer life.

A 65033

Stainless steel case and bracelet, Automatic, concealed handset button, waterproof

65034

As above, but gold plated case and combined gold plated and stainless steel bracelet

B 65046

Stainless steel case and bracelet, Automatic, with calendar, concealed handset button, waterproof

C 65131

Case and extra-slim flexible bracelet of stainless steel, 24-jewelled Automatic, with calendar and rapid date adjustment, concealed handset button, waterproof

65132

As above, but gold plated case and bracelet

All moving parts are machined to 1/1000th of a millimetre. Every SEIKO model has a Diafix combined jewel setting.



A



B



C

SEIKO



SEIKO

A 65125

Case and extra-slim flexible bracelet of stainless steel, 26-jewelled Automatic, calendar with rapid date adjustment and day of the week shown separately, waterproof

65126

As above, but gold plated case and bracelet

B 65062

Stainless steel case and bracelet, 21 - jewelled Automatic, calendar showing date and day of the week, waterproof, concealed handset button

C 65060

Stainless steel case and bracelet, 21 - jewelled Automatic, calendar with rapid date adjustment and day of the week, concealed handset button, waterproof

65061

As above, but gold plated case and bracelet

Waterproof watches are waterproof to a minimum depth of 30 metres (just under 100 feet). Every SEIKO model has at least 17 fully functional jewels, and some of the Automatic calendar models up to 26.



SEIKO

- MOST HONOURED WATCHES

In few other fields are technical accuracy and performance demanded to such a high degree as in horology, and few manufacturers have triumphed in tests as have SEIKO. Recognition of their high precision in production, uniform accuracy of parts and technical advancements won for them the honour of official timekeeper to the 18th Olympic Games — the first time a non-European manufacturer has been chosen.

In **1962** SEIKO watches received the best marks in quality performance tests conducted by the Weights and Measures Research Institute of Japan's Ministry of International Trade and Industry.

In **1963** SEIKO'S crystal chronometers were awarded one of the top prizes in the international chronometer competition in Neuchatel, Switzerland.

In the same year, a leading American testing company, after exhaustive tests, pronounced SEIKO'S direct-sweep wheel drive and self-winding mechanism superior to other brands, although the other brands were higher priced.

In 1964, Japan's Science and Technics Agency gave an award to SEIKO in recognition of its efforts in developing timepieces for the Olympic Games.

You can rely implicitly on SEIKO.



NATIONAL PHYSICAL LABORATORY
Teddington, Middlesex, England

CERTIFICATE

Test of Split-Second Stopwatch

MOVEMENT NUMBER 58788

This watch has been tested at the National Physical Laboratory and has satisfied the requirements appropriate to high-class stopwatches and non-time-of-day chronograph watches for use in science, industry and sport.

The watch has a recorder which indicates up to _____ and an escapement which beats _____ times per second.

The general functioning of the watch, including the action of the starting, stopping and recording mechanism, was satisfactory and the error of the watch in any interval during the first revolution of the indicator hand _____.

LE CONSEIL D'ÉTAT DE LA RÉPUBLIQUE ET CANTON DE NEUCHÂTEL

DÉCERNE A

Suwa Seikosha Co., LTD
SUWASHI, Japan

UN PRIX

POUR LE CHRONOMÈTRE N° _____ IS 501 AVANT D'ÊTRE DÉPOSÉ

AGENCY OF INDUSTRIAL SCIENCE AND TECHNOLOGY-MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY

JAPAN

NATIONAL RESEARCH LABORATORY OF METROLOGY

Certificate

For K. Hattori & Co., Ltd.

Made by Daini Seikosha Co., Ltd.

Description: The stopwatch has a recorder which indicates up to 15 minutes and an escapement which beats 10 times per second.

Marked 630095

The stopwatch above stated was tested with an accuracy of
 ± 0.01 seconds in September, 1963 at the National Research

A 65127

Stainless steel case and bracelet, 26 - jewelled Automatic, calendar with date and day of the week shown separately, rapid date adjustment, concealed handset button luminous, waterproof

B 65129

21-jewelled Chronograph which times seconds and minutes, rotatable elapsed time bezel finished in black, luminous, stainless steel case and bracelet, waterproof

C 65130

Automatic world - time watch with calendar (rapid date adjustment); the outer ring, on which are printed the major cities throughout the world, can be rotated to show the exact time in any of these cities by reading the corresponding time on the 24-hour scale; stainless steel case and bracelet, waterproof

D 65045

Skin divers' Automatic watch; the elapsed time scale is rotated by the handset button, luminous, stainless steel case and bracelet, waterproof

With all calendar watches the date changes automatically at approximately midnight; some show the day of the week as well as the date, and many have a unique rapid date adjustment when the date has to be altered in months with less than 31 days.



A



B



C



D

SEIKO



SEIKO

A **65501**

Stainless steel, clear easy
to read dial, leather strap

65502

As above, but gold plated

B **65513**

Stainless steel, clear easy
to read dial with centre
seconds, leather strap

65514

As above, but gold plated

C **65506**

Gold plated, clear easy to
read dial, on suede
cordette

D **65535**

Case and bracelet gold
plated throughout,
Saphette glass

All bracelets are adjustable and gold plated bracelets and cases are plated with a minimum deposit of 20 microns.

A **65533**

Case gold plated through-out, Saphette glass with matching engraved bezel, leather strap

B **65529**

Gold plated, leather strap

C **64517**

21 - jewelled Automatic, case gold plated through-out, leather strap

D **K705**

British Hall-marked 9-ct. gold case, clear easy to read dial, leather strap

All SEIKO dials have a luxurious, highly-polished finish.



A



B



C



D

SEIKO



A



B



C



D



E

SEIKO

A E68

British Hall-marked 9-ct.
gold case, clear easy to
read dial, leather strap

B K57

British Hall-marked 9-ct.
gold case, suede leather
strap

C KN57

British Hall-marked 9-ct.
gold case, Saphette glass
with matching bezel,
suede leather strap

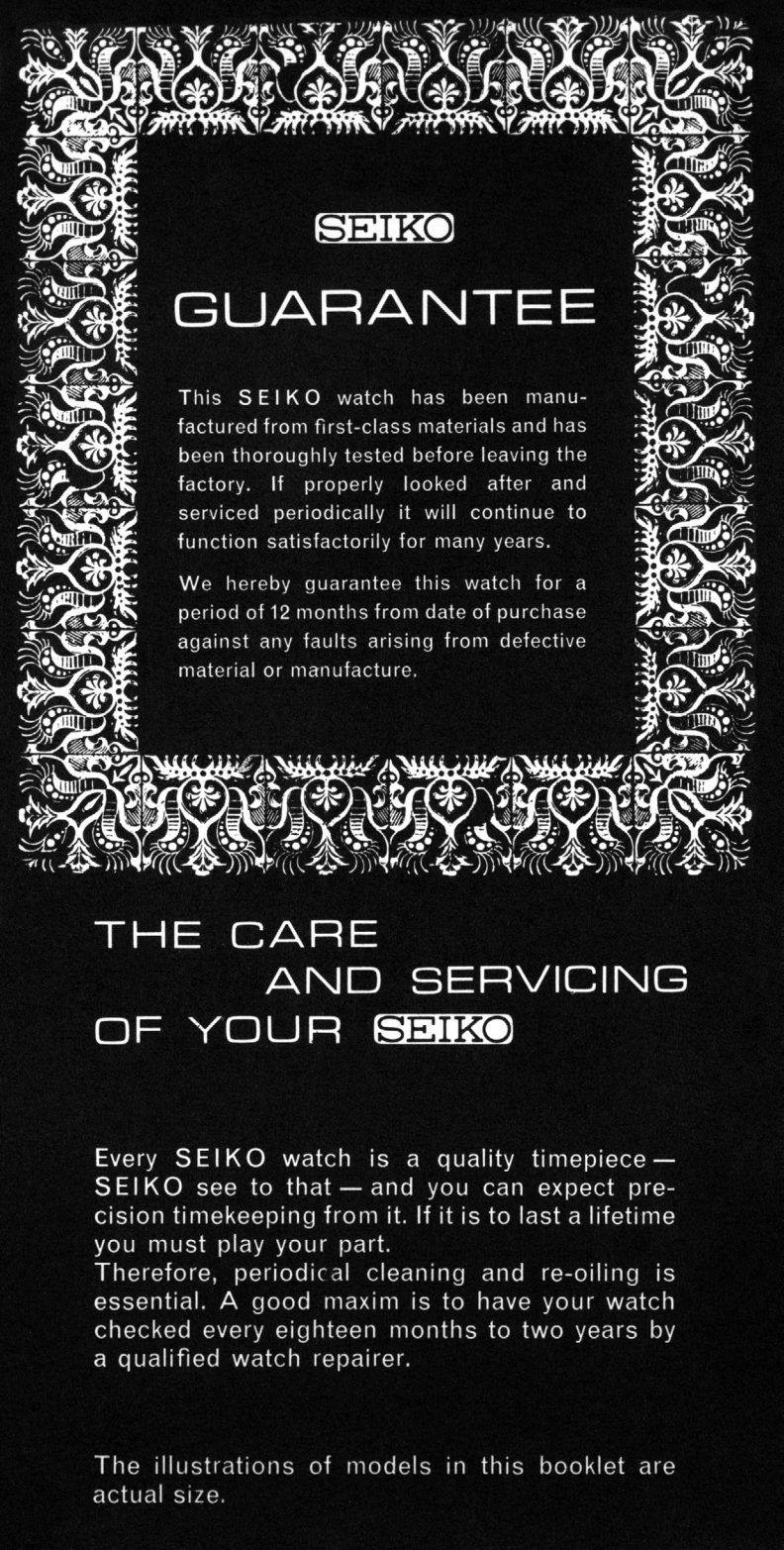
D E2/5

British Hall-marked 9-ct.
gold engraved case,
suede leather strap

E K75

British Hall-marked 9-ct.
gold case, suede leather
strap

A Diashock shock-resistant device and Diaflex unbreakable mainspring are in every S E I K O movement.



SEIKO

GUARANTEE

This SEIKO watch has been manufactured from first-class materials and has been thoroughly tested before leaving the factory. If properly looked after and serviced periodically it will continue to function satisfactorily for many years.

We hereby guarantee this watch for a period of 12 months from date of purchase against any faults arising from defective material or manufacture.

THE CARE AND SERVICING OF YOUR **SEIKO**

Every SEIKO watch is a quality timepiece — SEIKO see to that — and you can expect precision timekeeping from it. If it is to last a lifetime you must play your part.

Therefore, periodical cleaning and re-oiling is essential. A good maxim is to have your watch checked every eighteen months to two years by a qualified watch repairer.

The illustrations of models in this booklet are actual size.



Presents beautifully presented are doubly welcome — that is why a SEIKO watch comes in a handsome presentation case — the sort of case to treasure as a family heirloom.

SEIKO

Sole Agents in the United Kingdom

ANGLO CONTINENTAL CLOCK CO. LTD.
37-38 Hatton Garden, London, E.C.1. HOLBORN 6456

We reserve the right to alter any models without prior notice

Printed in England



SEIKO

PRICE LIST

GENT'S WRIST WATCHES

	£	s	d
65011.....	10	2	6
65015.....	7	17	6
65016.....	8	12	0
65023.....	11	4	6
65027.....	8	19	6
65028.....	9	13	0
65033.....	12	18	0
65034.....	17	4	0
65037.....	9	16	6
65038.....	10	9	6
65045.....	13	19	0
65046.....	14	4	6
65056.....	11	3	6
65057.....	11	16	0
65060.....	17	14	6
65061.....	21	4	0
65062.....	18	5	0
65125.....	20	19	0
65126.....	25	7	0
65127.....	21	9	0
65129.....	24	3	6
65130.....	21	4	0
65131.....	20	5	0
65132.....	23	13	0

LADIES' WRIST WATCHES

64517.....	15	19	6
65501.....	7	7	0
65502.....	7	17	6
65506.....	7	17	6
65513.....	8	6	0
65514.....	8	16	6
65529.....	10	9	6
65533.....	11	2	6
65535.....	13	8	6
K 57.....	11	9	6
KN57.....	12	4	6
E 2/5.....	11	6	6
K 75.....	15	3	6
K 705.....	9	17	6
E 68.....	9	17	6

ANGLO CONTINENTAL CLOCK COMPANY LTD
TIME INSTRUMENT MANUFACTURERS LTD

37-38 Hatton Garden, London, E.C.1

Telephone HOLborn 6456

*April 1965 Cancelling all previous lists — subject to withdrawal
or alteration without notice.*

SO/4B

