

OFFICIALS

MEN'S WATCHES

Sportsmen, doctors, lawyers... active men everywhere appreciate the quality of these Seiko watches. Every jeweled-lever Seiko watch is a precision timepiece designed for years of dependable service. All have anti-magnetic hairsprings, unbreakable mainsprings, shock-resistance. Take a moment now to choose the Seiko watch best for your particular needs.



SEIKO 5

23 jewels, self-winding, water-proof, day/date in single window, recessed setting knob, push-button date resetting, stainless steel case, ¥10,500 (about US \$29)



SEIKO 5 DELUXE

25 jewels, self-winding, water-proof, day/date in single window, second hand stops for setting accuracy, recessed setting knob, push-button date resetting, stainless steel case, ¥12,000 (about US \$33)



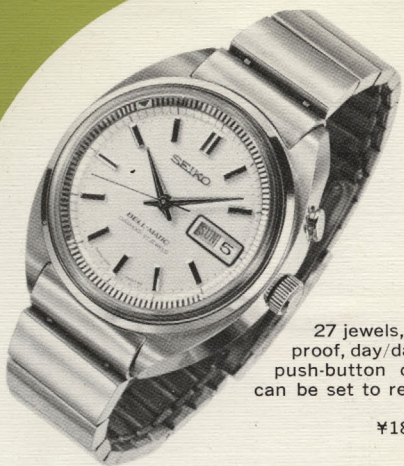
M77

30 jewels, self-winding, water-proof, date calendar, instant date resetting, hidden luminous dial and hands, stainless steel case, ¥15,000 (about US \$42)



M99

30 jewels, self-winding, waterproof, date calendar, instant date resetting, stainless steel case, ¥15,000 (about US \$42)



BELL-MATIC

27 jewels, self-winding, water-proof, day/date in single window, push-button date resetting, bell can be set to remind you of important appointments, ¥18,500 (about US \$51)



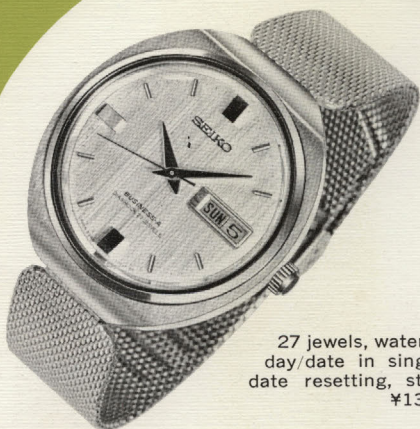
CROWN CHRONOGRAPH

21 jewels, waterproof, wrist stop watch, date calendar, stainless steel case, ¥12,500 (about US \$35)



SEIKO MATIC

30 jewels, waterproof, self-winding, day/date in single window, instant date resetting, stainless steel case, ¥15,500 (about US \$43)



SEIKO MATIC

27 jewels, waterproof, self-winding, day/date in single window, instant date resetting, stainless steel case, ¥13,500 (about US \$38)



GRAND SEIKO

35 jewels, waterproof, date calendar, second hand stops for setting accuracy, stainless steel case, ¥27,000 (US \$75)



GRAND SEIKO

39 jewels, self-winding, waterproof, day/date in single window, second hand stops for setting accuracy, stainless steel case, ¥38,000 (about US \$106)



DRESS WATCH

23 jewels, thin line design, stainless steel case, ¥13,000 (about US \$36)



DRESS WATCH

23 jewels, distinctive fashion design, white gold plated case, ¥15,000 (about US \$42)



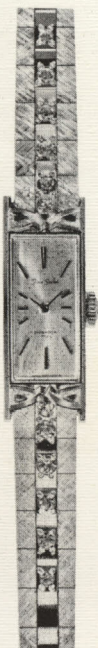
SEIKO DIVER

17 jewels, self-winding, guaranteed waterproof up to 150 meters of water, luminous dial and hands even under water, date calendar, instant date resetting, time measuring dial, stainless steel case, ¥13,000 (about US \$36)

LADIES' WATCHES

FINE SEIKO

17 jewels, white
gold plated case,
¥9,700
(about US \$27)



SEIKOMATIC LADY CALENDER

21 jewels, self-winding
white gold plated
case, ¥9,700
(about US \$27)



SOLAR

21 jewels, with 2
zircons, white gold
plated case,
\$11,000
(about US \$31)





SOLAR SPECIAL

23 jewels, stainless steel case, ¥9,000 (US \$25)

QUEEN SEIKO

23 jewels, white gold plated case, ¥13,500 (about US \$38)



QUEEN SEIKO

23 jewels, all white gold filled case, ¥15,000 (about US \$42)



CHORUS CALENDAR

17 jewels, date calendar, waterproof, stainless steel case, ¥6,400 (about US \$18)

SOLAR

17 jewels, white
gold plated case,
¥7,500
(about US \$21)



SOLAR

21 jewels, with 4
zircons, white gold
plated case,
¥12,500
(about US \$35)



SOLAR

21 jewels, white
gold plated case,
¥9,500
(about US \$26)

SOLAR SPECIAL

23 jewels, with 4
zircons, white gold
plated case,
¥16,000
(about US \$44)



SEIKOMATIC LADY CALENDAR

21 jewels, self-winding, waterproof,
date calendar, stainless steel case,
¥9,800 (about US \$27)

WE MADE QUITE A NAME FOR OURSELVES AT THE '64 OLYMPIC & '66 ASIAN GAMES

The name? Dependability. After all, when you're responsible for recording the "tries that time men's souls" a tremendous degree of accuracy is necessary. Seiko accuracy.

Dependability is not a new innovation at Seiko. Nor is quality. After all, we've been in business since 1881. All Seiko watches are manufactured through a unique system that Seiko pioneered... a combination of up-to-the-minute automation and precision handwork. Throughout, strict quality control is observed and sophisticated electronic testing employed to ensure dependability.

We take great pride in the over 8.3 million quality watches we produced in 1966 alone. We can assure you that they are good watches. Or else we wouldn't put the Seiko name on them.

SEIKO

Modern Masters of Time

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