



**SEIKO** 

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The Automation Age Watch

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## THE OFFICIALLY CERTIFIED CHRONOMETER

25J, self-wind, auxiliary hand wind, 98.2 ft. water tested, instant day-date change bilingual English-Spanish calendar, synchronized second setting, Hi-Beat 8 beats per second, 28,800 per hour, minimize motion-position and temperature error. Luminous, adjustable bracelet.



No. AN015M - \$175.00  
Stainless steel, star-light finish dial.



No. AN016M - \$250.00  
18K gold cap on stainless steel, star-light finish dial.



No. AN017M - \$195.00  
Stainless steel, moon-glow blue dial, "Hardlex" mar-resist prism cut crystal.

## THE SELF-WIND CHRONOGRAPH

Self-wind, chronograph (stop watch devices), stop-start push button, 229 ft. water tested, instant day-date change bilingual English-Spanish calendar, synchronized second setting, "Hardlex" mar-resist crystal, luminous, adjustable bracelet.



No. AH003M 17J - \$85.00  
Stainless steel, 30 minute recorder, internal tachymeter timer, blue dial.



No. AH001M 17J - \$95.00  
Stainless steel, 30 minute recorder, tachymeter timer, internal rotating elapsed timing ring, blue dial.



No. AH035M 17J - \$95.00  
Stainless steel, 30 minute recorder, tachymeter timer, internal rotating elapsed timing ring, yellow dial.



No. AV003M 21J - \$135.00  
Stainless steel, auxiliary hand wind, 12 hour and 60 minute recorder, tachymeter timer, black dial.

# THE SEIKO SUCCESS SERIES LUXURY WATCHES FOR THE MAN OF ACHIEVEMENT

23J, self-wind, auxiliary hand wind, 98.2 ft. water tested, instant day-date change bilingual English-Spanish calendar, synchronized second setting.



No. 58045M - \$85.00  
Stainless steel, "Hard-lex" mar-resist crystal, adjustable bracelet.



No. 58044M - \$95.00  
Yellow top/stainless steel back, gilt dial, "Hard-lex" mar-resist crystal, adjustable bracelet.



No. 58047M - \$89.50  
Stainless steel, imperial mat blue dial, luminous, adjustable bracelet.



No. 58049M - \$89.50  
Stainless steel, sea green mat dial, luminous, adjustable mesh bracelet.



No. 58050M - \$95.00  
Yellow top/stainless steel back, burnt umber dial, luminous, adjustable bracelet.



No. 58051M - \$85.00  
Stainless steel, blue dial, luminous, adjustable bracelet.

# THE SEIKO SPECIALITY SERIES HARD-WORKING WATCHES FOR THE MAN OF ACTION

## BELLMATIC ALARM

17J, self-wind, bell alarm, 98.2 ft. water tested, day-date calendar, instant date change, separate hand wind alarm assures vibrating power. Luminous.



No. AJ049M—\$95.00  
Stainless steel, adjustable bracelet.



No. AJ048M—\$115.00  
Yellow top stainless steel back, sienna brown dial, two-tone adjustable bracelet.



No. AJ047M—\$95.00  
Stainless steel, midnight blue dial with decorative bezel, adjustable bracelet.

## DEEP SEA DIVER



No. 55029—\$85.00  
17J, stainless steel, self-wind, 492 ft. water tested, instant date change calendar, external rotating elapsed timing bezel, synchronized second setting, screw-lock type crown for maximum protection, luminous underwater, black dial, "Hardlex" mar-resist crystal, pressure vented strap.

## WORLD TIMER

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



No. 60099M—\$65.00  
White dial.



No. 60097M—\$65.00  
Black dial.

## NAVIGATION TIMER



No. 60101M—\$69.50  
17J, stainless steel, self-wind, 229 ft. water tested, instant date change calendar, synchronized second setting, luminous, adjustable bracelet, 12 and 24 hour dial tells military and conventional time simultaneously, 24 hour dial rotates to measure elapsed time.

# THE SEIKO SUPER SPORTS SERIES LAND AND SEA WATCHES FOR THE MAN OF ADVENTURE

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



No. 54217M—\$79.50  
Stainless steel, sienna brown dial with black decorative bezel, internal rotating ring, "Hardlex" mar-resist crystal.



No. 54219M—\$79.50  
Stainless steel, yellow dial with green decorative bezel, internal rotating ring, "Hardlex" mar-resist crystal.



No. 54101M—\$75.00  
Stainless steel, black dial, external rotating bezel, "Hardlex" mar-resist crystal.



No. 54175M—\$75.00  
Stainless steel, blue dial, external rotating bezel.



No. 54225M—\$75.00  
Stainless steel, green dial with decorative bezel, "Hardlex" mar-resist crystal.



No. 54223M—\$75.00  
Stainless steel, blue dial with decorative bezel, "Hardlex" mar-resist crystal.



No. 54099M—\$69.50  
Stainless steel, aztec red dial, internal rotating ring, "Hardlex" mar-resist crystal.



No. 54105M—\$65.00  
Stainless steel, blue dial, "Hardlex" mar-resist crystal.

# THE SEIKO DELUXE "DX" SERIES BOLD, BRILLIANT WATCHES FOR THE MAN OF DISTINCTION

17J, self-wind, 98.2 ft. water tested, instant day-date change bilingual English-Spanish calendar, synchronized second setting.



No. 54235M—\$79.50  
Stainless steel, blue dial,  
luminous, adjustable  
mesh bracelet.



No. 54236—\$79.50  
Yellow top/stainless steel  
back, burnt umber dial,  
luminous, strap.



No. 54148—\$75.00  
Yellow top/stainless steel  
back, gilt dial, luminous,  
strap.



No. 54143M—\$69.50  
Stainless steel, blue dial,  
luminous hands, adjust-  
able mesh bracelet.



No. 54144—\$69.50  
Yellow top/stainless steel  
back, sienna brown dial,  
luminous hands, strap.



No. 54227M—\$75.00  
Stainless steel, textured  
silver gray dial, lumi-  
nous, adjustable mesh  
bracelet.



No. 54228—\$75.00  
Yellow top/stainless steel  
back, textured gilt dial,  
luminous, strap.



No. 54145M—\$69.50  
Stainless steel, luminous,  
adjustable bracelet.



No. 54146M—\$79.50  
Yellow top/stainless steel  
back, gilt dial, luminous,  
adjustable bracelet.



No. 54233M—\$69.50  
Stainless steel, midnight  
blue dial, luminous, ad-  
justable bracelet.



No. 54234—\$69.50  
Yellow top/stainless steel  
back, charcoal gray dial,  
luminous, strap.



No. 54087M—\$69.50  
Stainless steel, moss  
green dial, luminous,  
adjustable bracelet.



No. 54028M—\$75.00  
Two-tone yellow/stain-  
less steel bezel, case  
and adjustable bracelet,  
luminous hands.



No. 54086M—\$75.00  
Yellow top/stainless steel  
back, gilt dial, luminous,  
adjustable bracelet.



No. 54091M—\$69.50  
Stainless steel, green dial, luminous, "Hard-lex" mar-resist crystal, adjustable bracelet.



No. 54221M—\$85.00  
Two-tone yellow/stainless steel bezel, case and adjustable bracelet, blue dial with decorative bezel, luminous.



No. 54231M—\$69.50  
Stainless steel, blue dial, luminous, adjustable bracelet.



No. 54232—\$69.50  
Yellow top/stainless steel back, burgundy dial, luminous, strap.



No. 54024—\$65.00  
Yellow top/stainless steel back, black dial, luminous hands, strap.



No. 54026—\$65.00  
Yellow top/stainless steel back, luminous hands, strap.



No. 54229—\$59.50  
Stainless steel, brushed dial, luminous, strap.



# THE SEIKO SWINGER SERIES COLORFUL WATCHES FOR THE YOUNG MAN OF TODAY

17J, self-wind, 98.2 ft. water tested, day-date calendar, instant date change, luminous.



No. AC013M—\$59.50  
Stainless steel, olive green dial, adjustable bracelet.



No. AC011M—\$59.50  
Stainless steel, blue dial, adjustable bracelet.



No. AC012—\$59.50  
Yellow top/stainless steel back, burnt umber dial, strap.



No. AC014—\$59.50  
Yellow top/stainless steel back, burgundy dial, strap.



No. AC009M—\$55.00  
Stainless steel, green dial, adjustable bracelet.



No. AC008M—\$65.00  
Yellow top/stainless steel back, green dial, adjustable bracelet.



No. AC010—\$55.00  
Yellow top/stainless steel back, two-tone gilt dial, strap.



No. AC001M—\$45.00  
Stainless steel, adjustable bracelet.



No. AC003M—\$49.50  
Stainless steel, blue dial, adjustable bracelet.



No. AC002M—\$55.00  
Yellow top/stainless steel back, two-tone adjustable bracelet.

SELF-WIND CLASSICS



No. AP001—\$39.50  
17J, stainless steel, 98.2  
ft. water tested, lumi-  
nous, strap.



No. AP002—\$45.00  
17J, yellow top/stainless  
steel back, 98.2 ft. water  
tested, luminous, gilt  
dial, strap.

HAND WIND CALENDAR



No. AR001—\$39.50  
17J, stainless steel, 98.2  
ft. water tested, instant  
date change calendar,  
luminous hands, strap.



No. AR002—\$45.00  
17J, yellow top/stainless  
steel back, 98.2 ft. water  
tested, instant date  
change calendar, lumi-  
nous hands, strap.

HAND WIND CLASSICS



No. 01147—\$29.95  
17J, stainless steel, 98.2  
ft. water tested, lumi-  
nous, strap.



No. 01146—\$39.50  
17J, yellow top/stainless  
steel back, 98.2 ft. water  
tested, luminous, strap.

# LOVE FROM SEIKO

Beautiful watches for the man and woman  
with a lot of happy moments ahead of them



No. ZS002—\$75.00  
Yellow top/stainless steel  
back, gilt dial, luminous,  
strap. (See page 18)



No. 54148—\$75.00  
Yellow top/stainless steel  
back, gilt dial, luminous,  
strap. (See page 5)



No. ZP014—\$69.50  
Yellow top/stainless steel  
back, textured gilt dial,  
magnifying calendar  
window, strap.  
(See page 19)



No. 54228—\$75.00  
Yellow top/stainless steel  
back, textured gilt dial,  
luminous, strap.  
(See page 5)



No. ZP013M—\$69.50  
Stainless steel, textured  
silver gray dial, magnify-  
ing calendar window,  
adjustable mesh bracelet.  
(See page 19)



No. 54227M—\$75.00  
Stainless steel, textured  
silver gray dial, lumi-  
nous, adjustable mesh  
bracelet. (See page 5)



No. ZS006—\$79.50  
Yellow top/stainless steel  
back, amber dial, lumi-  
nous hands, strap.  
(See page 18)



No. 54144—\$69.50  
Yellow top/stainless steel  
back, sienna brown dial,  
luminous hands, strap.  
(See page 5)



No. ZP009M—\$69.50  
Stainless steel, red dial,  
luminous, adjustable  
bracelet. (See page 19)



No. AA243M—\$55.00  
Stainless steel, red dial,  
adjustable bracelet.  
(See page 9)



No. ZP008—\$69.50  
Yellow top/stainless steel  
back, deep green dial,  
luminous, strap.  
(See page 19)



No. AA242—\$55.00  
Yellow top/stainless steel  
back, deep green dial,  
strap. (See page 9)

## THE SEIKO DRESS SERIES HIGHLY STYLED WATCHES FOR THE MAN OF ELEGANCE

24J, hand wind, Hi-Beat 8 beats per second, 28,800 per hour, minimize motion, position and temperature error.



No. 67027M—\$85.00  
Stainless steel, blue dial,  
adjustable mesh brace-  
let.



No. 67029M—\$85.00  
Stainless steel, green  
dial, adjustable mesh  
bracelet.



No. 67031M—\$85.00  
Stainless steel, adjust-  
able mesh bracelet.



No. 67045—\$69.50  
Stainless steel, marble  
red dial, strap.



No. 67043—\$69.50  
Stainless steel, moon-  
glow blue dial, match-  
ing blue strap.



No. 54996—\$95.00  
17J, 10K yellow gold  
filled, self-wind, water  
tested, day-date calen-  
dar, instant date change,  
luminous hands, strap.

## THE LADY SEIKO BOUTIQUE SERIES BAGUETTE WATCHES WITH A DELICATE AIR



No. 85049M—\$59.50  
17J, white top/stainless  
steel back, yellow dial,  
adjustable bracelet.



No. 85050M—\$59.50  
17J, yellow top/stainless  
steel back, burgundy  
dial, adjustable bracelet.



No. 85039M—\$79.50  
17J, white top/stainless  
steel back, adjustable  
matching bracelet.



No. 85040M—\$79.50  
17J, yellow top/stainless  
steel back, gilt dial, ad-  
justable matching brace-  
let.



No. 85047M—\$65.00  
17J, white top/stainless  
steel back, green dial,  
adjustable matching  
bracelet.



No. 85046M—\$65.00  
17J, yellow top/stainless  
steel back, burnt umber  
dial, adjustable match-  
ing bracelet.

### PETITE WATCHES



No. ZV027M—\$59.50  
17J, stainless steel, ad-  
justable bracelet.



No. ZV028M—\$59.50  
17J, yellow, gilt dial, ad-  
justable bracelet.



No. ZV030—\$49.50  
17J, yellow, strap.

# THE LADY SEIKO DESIGNER SERIES

## A GLITTERING COLLECTION OF ELEGANTLY STYLED AND BEAUTIFULLY SHAPED JEWELRY



No. ZW191M—\$69.50  
17], white top/stainless steel back, textured dial to coordinate with adjustable matching bracelet.



No. ZW192M—\$69.50  
17], yellow top/stainless steel back, textured dial to coordinate with adjustable matching bracelet.



No. ZW187M—\$69.50  
17], white top/stainless steel back, adjustable matching bracelet.



No. ZW188M—\$69.50  
17], yellow top/stainless steel back, gilt dial, adjustable matching bracelet.



No. ZW193M—\$65.00  
17], white top/stainless steel back, textured dial to coordinate with adjustable matching bracelet.



No. ZW194M—\$65.00  
17], yellow top/stainless steel back, textured dial to coordinate with adjustable matching bracelet.



No. ZW199M—\$55.00  
17], stainless steel, brushed dial, adjustable mesh bracelet.



No. ZW300M—\$55.00  
17], yellow top/stainless steel back, gilt dial, adjustable mesh bracelet.

THE LADY SEIKO DESIGNER SERIES CONTINUED



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



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



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, burnt umber dial, adjustable mesh bracelet.



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



No. ZW146M—\$59.50  
17J, yellow top/stainless steel back, adjustable matching bracelet.



No. ZW189M—\$65.00  
17J, white top/stainless steel back, textured dial to coordinate with adjustable matching bracelet.



No. ZW190M—\$65.00  
17J, yellow top/stainless steel back, textured dial to coordinate with adjustable matching bracelet.



# THE LADY SEIKO SPORTS SERIES FUN AND FASHION WATCHES THAT LOOK GREAT AND WORK HARD

## THE CHAMPIONS

17J, self-wind, auxiliary hand wind, 98.2 ft. water tested, instant day-date change bilingual English-Spanish calendar, Hi-Beat 8 beats per second, 28,800 per hour, minimize motion, position and temperature error. Sweep center second hand.



No. ZS007M—\$85.00  
Stainless steel, sea green mat dial, adjustable mesh bracelet.



No. ZS009M—\$85.00  
Stainless steel, imperial blue mat dial, adjustable mesh bracelet.



No. ZS008—\$85.00  
Yellow top/stainless steel back, sea green mat dial, strap.



No. ZS010—\$85.00  
Yellow top/stainless steel back, imperial blue mat dial, strap.



No. ZS003M—\$69.50  
Stainless steel, luminous, adjustable bracelet.



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



No. ZS001M—\$75.00  
Stainless steel, luminous, adjustable mesh bracelet.



No. ZS002—\$75.00  
Yellow top/stainless steel back, gilt dial, luminous, strap.



No. ZS005M—\$79.50  
Stainless steel, moon-glow blue dial, luminous hands, adjustable mesh bracelet.



No. ZS006—\$79.50  
Yellow top/stainless steel back, amber dial, luminous hands, strap.

## THE SELF-WIND UTILITY SPORTS

17], self-wind, auxiliary hand wind, 98.2 ft. water tested, instant date change calendar, sweep center second hand, Hi-Beat 8 beats per second, 28,800 per hour, minimize motion, position and temperature error.



No. ZP013M—\$69.50  
Stainless steel, textured silver gray dial, magnifying calendar window, adjustable mesh bracelet.



No. ZP014—\$69.50  
Yellow top/stainless steel back, textured gilt dial, magnifying calendar window, strap.



No. ZP019M—\$65.00  
Stainless steel, midnight blue dial, magnifying calendar window, adjustable bracelet.



No. ZP020M—\$75.00  
Yellow top/stainless steel back, gilt dial, magnifying calendar window, two-tone adjustable bracelet.



No. ZP011M—\$69.50  
Stainless steel, yellow dial, luminous, adjustable bracelet.



No. ZP008—\$69.50  
Yellow top/stainless steel back, deep green dial, luminous, strap.



No. ZP007—\$65.00  
Stainless steel, burgundy dial, luminous, strap.



No. ZP009M—\$69.50  
Stainless steel, red dial, luminous, adjustable bracelet.



No. ZP015—\$55.00  
Stainless steel, magnifying calendar window, strap.



No. ZP016—\$59.50  
Yellow top/stainless steel back, magnifying calendar window, strap.

## THE SELF-WIND SKIN-SCUBA DATERS

17J, self-wind, 229 ft. water tested, auxiliary hand wind, instant date change calendar, luminous underwater, sweep center second hand, magnifying calendar window, Hi-Beat 8 beats per second, 28,800 per hour, minimize motion, position and temperature error, adjustable bracelet.



No. ZP003M—\$75.00  
Stainless steel, blue dial,  
blue external rotating  
elapsing timing bezel.



No. ZP005M—\$75.00  
Stainless steel, black  
dial, red external rotating  
elapsing timing bezel.

## HAND WIND UTILITY SPORTS CALENDAR

17J, hand wind, instant date change calendar, sweep center second hand, Hi-Beat 8 beats per second, 28,800 per hour, minimize motion, position and temperature error.



No. ZM019—\$45.00  
Stainless steel, blue dial,  
strap.



No. ZM020—\$49.50  
Yellow top/stainless steel  
back, gilt dial, strap.



No. ZM017—\$39.50  
Stainless steel, strap.



No. ZM016—\$45.00  
Yellow top/stainless steel  
back, strap.

## HAND WIND UTILITY SPORTS



No. 95033—\$29.95  
17J, stainless steel, 58.2  
ft. water tested, sweep  
center second hand,  
luminous, strap.



No. 95017—\$29.95  
17J, stainless steel,  
sweep center second  
hand, luminous, strap.



No. 78118—\$29.95  
17J, yellow top/stainless  
steel back, strap.

# 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. 63013—\$45.00  
1/10 second, 15 minute  
accumulative recorder,  
7), all chrome plated,  
with neck cord.



No. 63012—\$45.00  
1/5 second, 30 minute  
accumulative recorder,  
7), all chrome plated,  
with neck cord.



No. 63010—\$39.50  
1/5 second, 30 minute  
recorder, 7), all chrome  
plated, with neck cord.



No. 63011—\$39.50  
1/10 second, 15 minute  
recorder, 7), all chrome  
plated, with neck cord.



No. 63014—\$49.50  
For Basketball, 1/10  
second, 15 minute ac-  
cumulative recorder, 7),  
all chrome plated, with  
neck cord.

Last year Seiko, the world's largest manufacturer of jeweled lever watches, sold more than 13 million timepieces in over 80 countries. One reason behind this international success is our unique automation-in-miniature. With this technology we can produce excellent watches that are also excellent values. And as this catalogue clearly shows, the Seiko line is complete—whether it's a casual, sport or dress watch, and no matter what special features are desired, there's Seiko that's just right for your customer.

## INDEX

Model No.		Group	Description	Page
AA152—AA245M	Men's	Swinger series	Self-wind, Dater.....	9
AC001M—AC014	Men's	Swinger series	Self-wind, Day/Dater .....	8
AH001M—AH035M	Men's	Chronograph	Self-wind, Chronograph .....	1
AJ047M—AJ049M	Men's	Speciality series	Self-wind, Bellmatic .....	3
AN015M—AN017M	Men's	Chronometer	Officially certified .....	1
AP001—AP002	Men's	Swinger series	Self-wind .....	10
AR001—AR002	Men's	Swinger series	Hand wind, Dater .....	10
AV003M	Men's	Chronograph	Self-wind, Chronograph .....	1
ZM016—ZM020	Ladies'	Sports series	Hand wind, Dater .....	20
ZP003M—ZP005M	Ladies'	Sports series	Skin-Scuba, Dater .....	20
ZP007—ZP020M	Ladies'	Sports series	Self-wind, Dater .....	19
ZS001M—ZS010	Ladies'	Sports series	Self-wind, Day/Dater .....	18
ZV027M—ZV030	Ladies'	Boutique series	Hand wind .....	14
ZW123M—ZW302M	Ladies'	Designer series	Hand wind .....	15, 16, 17
01146—01147	Men's	Swinger series	Hand wind .....	10
54024—54236	Men's	Deluxe series	Self-wind, Day/Dater .....	5, 6, 7
54099M—54225M	Men's	Super sports series	Self-wind, Day/Dater .....	4
54996	Men's	Dress series	Self-wind, Day/Dater, 10K .....	13
55029	Men's	Speciality series	Self-wind, Deep sea diver .....	3
58044M—58051M	Men's	Success series	Self-wind, Day/Dater .....	2
60097M—60101M	Men's	Speciality series	World Timer & Navigation Timer .....	3
63010—63014		Stop watch	.....	21
67027M—67045	Men's	Dress series	Hand wind, Hi-Beat .....	13
78118	Ladies'	Sports series	Hand wind .....	20
85039M—85050M	Ladies'	Boutique series	Hand wind, Baguette .....	14
95017—95033	Ladies'	Sports series	Hand wind .....	20

\* Prices and specifications are subject to change without notice.

## SEIKO : The Automation Age Watch

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**SEIKO**



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

Printed in Japan



**SEIKO** 

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The Automation Age Watch

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## THE SELF-WIND CHRONOGRAPH

17J, Stainless steel, silver grey dial, self-wind, chronograph (stop-watch devices), stop-start push button, 98.2 ft. water tested, instant day-date change bilingual English-Spanish calendar, 30 minute recorder, synchronized second setting, luminous, adjustable bracelet.



No. AH067M

## THE LADY SEIKO SPORTS SERIES FUN AND FASHION WATCHES THAT LOOK GREAT AND WORK HARD

17J, self-wind, auxiliary hand wind, 98.2 ft. water tested, instant day-date change bilingual English-Spanish calendar, Hi-Beat 8 beats per second, 28,800 per hour, minimize motion, position and temperature error. Sweep center second hand, adjustable bracelet.



No. ZS011M  
17J, Stainless steel, two-tone forest green dial.



No. ZS012M  
17J, Yellow top/stainless steel back, two-tone gilt dial.



No. ZW359M  
17J, White top/stainless steel back, adjustable matching bracelet.

No. ZW360M  
17J, Yellow top/stainless steel back, gilt dial, adjustable matching bracelet.



THE LADY SEIKO DESIGNER SERIES  
A GLITTERING COLLECTION OF ELEGANTLY  
STYLED AND BEAUTIFULLY SHAPED JEWELRY



No. ZW357M  
17J, White top/stainless  
steel back, blue dial, ad-  
justable matching chain  
bracelet.



No. ZW358M  
17J, Yellow top/stainless  
steel back, olive green  
dial, adjustable matching  
chain bracelet.



No. ZW355M  
17J, White top/stainless  
steel back, lustre green  
dial, adjustable match-  
ing chain bracelet.

No. ZW356M  
17J, Yellow top/stainless  
steel back, blue dial,  
adjustable matching  
chain bracelet.

inless  
dial, ad-  
brace-

# THE SEIKO DELUXE "DX" SERIES BOLD, BRILLIANT WATCHES FOR THE MAN OF DISTINCTION

17J, self-wind, 98.2 ft. water tested, instant day-date change bilingual English-Spanish calendar, synchronized second setting, luminous.



No. 54237M  
17J, Stainless steel, two-tone forest green dial, adjustable bracelet.



No. 54238M  
17J, Yellow top/stainless steel back, two-tone gilt dial, adjustable bracelet.



No. 54241M  
17J, Stainless steel, blue minute-track on white dial, adjustable bracelet.



No. 54239M  
17J, Stainless steel, blue dial, adjustable bracelet.



No. 54240M  
17J, Yellow top/stainless steel back, gilt dial, adjustable bracelet.

**SEIKO**



SEIKO TIME CORPORATION  
640 Fifth Avenue, New York, N.Y. 10019  
Western Regional Office  
19603 South Figueroa Street, Torrance, Calif. 90502

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