



It is just possible
to buy a good watch for
under £5.

The Sekonda Russian Precision range starts at £4.19.6.

SEKONDA

PRECISION

PRICE LIST

Model Nos.	Recommended Selling Prices	Model Nos.	Recommended Selling Prices
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INSIDE FRONT COVER

64	£5.19.6d.
11	£7. 5.0d.
10*	£6.10.0d.
3	£4.19.6d.
4*	£5.10.0d.
25*	£4.19.6d.
62	£8.19.6d.

PAGE 1

24	£8. 5.0d.
22*	£7.10.0d.
9	£10.10.0d.
29	£7.19.6d.
36	£8.10.0d.

PAGE 2

33	£5.19.6d.
45	£9.10.0d.
46*	£9.10.0d.
57	£9.10.0d.
58*	£10.10.0d.
14	£8.10.0d.

PAGE 3

50	£7.19.6d.
48*	£6.19.6d.
49*	£6.19.6d.
31	£6.10.0d.
6*	£5.19.6d.
19	£7.15.0d.
18*	£6.19.6d.
69	£16.19.6d.

PAGE 4

40	£8.10.0d.
41*	£8.10.0d.
44*	£8.10.0d.
61	£8.19.6d.
26	£6.19.6d.
38	£7.15.0d.
37*	£6.15.0d.

PAGE 5

28	£7. 5.0d.
74	£18.19.6d.
73*	£15.19.6d.
13	£7.10.0d.
12*	£6.15.0d.
59	£10.10.0d.

PAGE 6

54	£8.15.0d.
53*	£7.15.0d.
20*	£7. 5.0d.
21*	£7.19.6d.
75	£16.19.6d.
76*	£19.19.6d.
30	£6.10.0d.
5*	£5.19.6d.
66	£9.19.6d.
65*	£9.10.0d.

PAGE 7

55	£8.10.0d.
56*	£9.10.0d.
8	Not Available
52	£8.10.0d.
51*	£7.10.0d.
60	£8.19.6d.

Prices Effective 1.12.68

*Not illustrated

Inclusive of Purchase Tax

SEKONDA

PRECISION

PRICE LIST

Model Nos.	Recommended Selling Prices	Model Nos.	Recommended Selling Prices
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PAGE 10

79	£4.19.6d.
94*	£6.10.0d.
93	£6.19.6d.
89	£7.10.0d.
171*	£8.10.0d.
100	£6.10.0d.
95*	£6.10.0d.
168	£7.19.6d.

PAGE 11

101	£7.10.0d.
175	£9.19.6d.
98	£6.19.6d.
170	£7.19.6d.
84*	£6.19.6d.
83	£6.19.6d.
169*	£7.19.6d.

PAGE 12

91	£7.10.0d.
90*	£6.10.0d.
102	£7.10.0d.
96	£7.10.0d.
87	£5.19.6d.
172	£9.19.6d.

PAGE 13

23	£4.19.6d.
99	£7.19.6d.
92	£5.19.6d.
174	£9.19.6d.
82	£6.19.6d.

9 CT. GOLD WATCHES

PAGE 14

139	£15.10.0d.
126	£10.10.0d.
160	£15.10.0d.
161	£10.10.0d.
136	£12.10.0d.

PAGE 15

145	£14.10.0d.
158	£14.10.0d.
104*	£12.10.0d.
165	£13.10.0d.
135	£15.10.0d.
151	£13.10.0d.
150*	£13.10.0d.

PAGE 16

156	£12.10.0d.
163	£16.10.0d.
106	£11.10.0d.
149*	£17.10.0d.
108	£11.10.0d.
123	£10.10.0d.

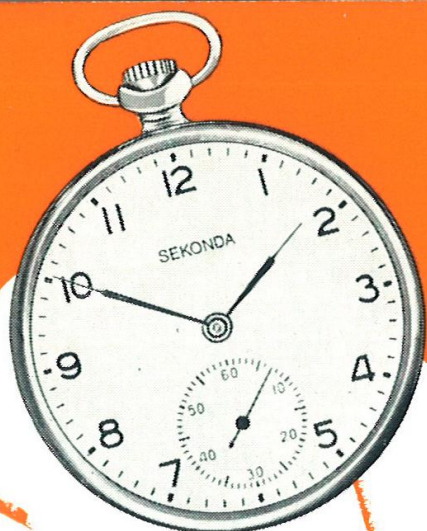
INSIDE BACK COVER

137	£15.10.0d.
136*	£12.10.0d.
103	£12.10.0d.
157*	£14.10.0d.
162	£13.10.0d.
164*	£16.10.0d.
117	£9.10.0d.
134	£12.10.0d.

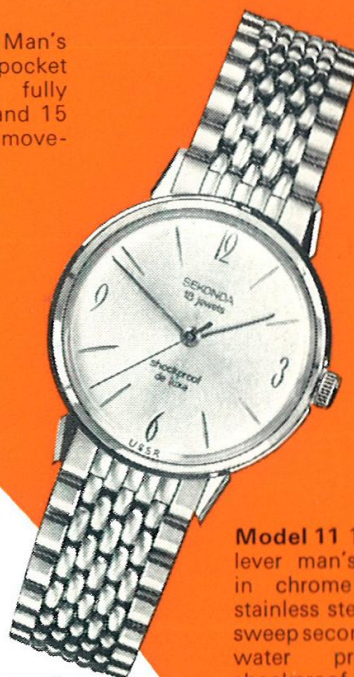
Prices Effective 1.12.68

*Not illustrated

Inclusive of Purchase Tax



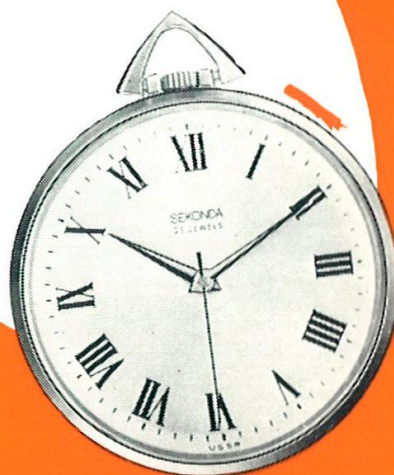
Model 64 Man's chrome slim pocket watch with fully figured dial and 15 jewel lever movement.



Model 11 18 jewel lever man's watch in chrome finish, stainless steel back, sweep second hand, water protected, shockproof, stainless steel link adjustable bracelet. Also available on leather strap — Model 10.



Model 3 Rugged, shockproof young man's watch with 17 jewel lever movement, sweep second hand. Also available in 20 micron gold plate—Model 25 and with 24 hour black dial on stainless steel adjustable bracelet—Model 4.



Model 62 Man's 20 micron gold plated super-slim pocket watch. 23 jewel shockproof lever sweep second movement.

Model 24 Bold military style man's watch with stainless steel adjustable link bracelet and luminous dial, shockproof, water protected. 18 jewel lever movement. Also available on leather strap—Model 22.

Model 9 100% stainless steel. Automatic 29 jewel shockproof lever movement, water protected. Luminous dial and hands, sweep second.



Model 29 Calendar watch with raised baton dial; luminous. "Knife" edge slim gold plated case, stainless steel back. 18 jewel shockproof lever movement.

Model 36 Gold plated fashion watch with black Roman figured dial and black hands, sweep second hand, 18 jewel shockproof lever movement.

Model 33 Slim gold plated man's watch with 18 jewel lever movement, shockproof, sweep second hand, stainless steel back.

Model 45 Super slim man's dress watch with champagne tinted dial, 23 jewel shockproof lever movement. 20 micron gold plated case on gold plated milanese bracelet. Also available with black dial—Model 46.



Model 57 Automatic 20 micron gold plated calendar watch, shockproof and water protected. 29 jewel lever movement, sweep second. Also available with rolled gold adjustable, expanding bracelet—Model 58.

Model 14 100% stainless steel extra slim water protected case, 23 jewel lever movement, sweep second hand, shockproof.

Model 50 20 micron gold plated man's calendar watch. 21 jewel shockproof lever movement with rolled gold expanding adjustable bracelet.

Also available on leather strap—Model 48.

Also available with white dial and on leather strap—Model 49.

Model 31 20 micron gold plated water protected case. 21 jewel shockproof lever movement. Bold gilt baton dial.

Also available in chrome finish—Model 6.



Model 19 Chrome plated calendar watch, 18 jewel shockproof lever movement, sweep second hand, stainless steel back, water protected, with stainless steel adjustable bracelet.

Also available on leather strap—Model 18.



Model 69 19 jewel Chronograph with external stop/start and zero buttons. Dial facilities for continuous or intermittent timing to 1/5th of a second. Dial marked with Tachometric scale (for determining average speeds) and Telemetric scale (for ascertaining distance).

Model 40 Super slim watch with matt black dial, gilt batons. 23 jewel shockproof lever movement, sweep second hand, 20 micron gold plated case, stainless steel back.

Also available with white dial—Model 41.

Also available with champagne dial—Model 44.

Model 61 Super slim 20 micron gold plated man's dress watch with 23 jewel shockproof lever movement.



Model 26 Slim gold plated case with high relief baton dial and fashionable gilt and black hands. 18 jewel shockproof lever movement.



Model 38 Gold plated watch, 18 jewel shockproof lever movement, rolled gold expanding fully adjustable bracelet, stainless steel back, water protected. Also available on leather strap—Model 37.

Model 28 Slim gold plated man's watch with luminous dial and hands. 18 jewel shockproof lever movement.

Model 74 Slim 9 ct. gold man's watch with 18 jewel shockproof lever movement, rolled gold brick design fully adjustable bracelet. Also available on leather strap—Model 73.



Model 13 Chrome plated with luminous dial and hands, water protected, sweep second hand. 18 jewel shockproof lever movement, stainless steel adjustable link bracelet and case back. Also available with strap—Model 12.

Model 59 Gold plated fully automatic 29 jewel lever calendar watch. Gilt and black baton dial, matching hands. Shockproof and water protected.

Model 54 Calendar watch, luminous, gold plated with matching rolled gold fully expanding, adjustable bracelet. Water protected, 18 jewel shockproof lever movement. Also available on leather strap—Model 53 and in chrome plate with leather strap—Model 20 and in chrome plate with stainless steel link bracelet—Model 21.



Model 75 Man's 9 ct. gold calendar watch. Extra slim case, 18 jewel shockproof lever movement. Also available on rolled gold brick design bracelet—Model 76.



Model 30 20 micron gold plated case, fully figured dial, sweep second hand, rugged 21 jewel shockproof lever movement, water protected. Also available in chrome plate—Model 5.



Model 66 Alarm wrist for the traveller, 20 micron gold plated case, stainless steel back, 18 jewel shockproof lever movement, water protected. Also available in chrome plate—Model 65.

Model 55 Fully automatic man's watch with 20 micron gold plated case, 29 jewel shockproof lever movement, sweep second hand, stainless steel back, water protected. Also available with rolled gold bracelet—Model 56.

Model 8 Skin Diver's watch with automatic 29 jewel calendar movement. Waterproof to 300 feet. Luminous dial and hands, tropical strap.



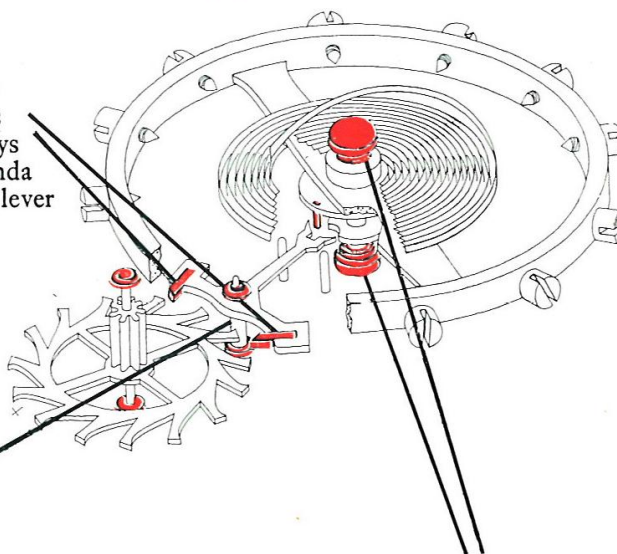
Model 52 Man's gold plated calendar watch, 18 jewel shockproof lever movement with matching rolled gold fully expanding, adjustable bracelet, water protected. Also available on strap—Model 51.

Model 60 Super slim 20 micron gold plated man's dress watch with 23 jewel shockproof lever movement.

Why most don't a

The fully jewelled lever movement.

Jewelled lever. The lever is the heart of a watch. It ticks 432,000 times a day. In a good watch the lever is jewelled. Jewels reduce wear. So it stays more accurate, longer. All Sekonda Precision watches have a fully jewelled lever movement.



Jewelled lever pivot. The lever pivots here, set in jewels. So it is kept in position. All Sekonda Precision watches have this and all other moving pivots set in jewels.

Shock protected balance wheel. In a Sekonda Precision watch the balance wheel is fitted between two jewels each individually mounted in a spring setting. The springs protect the balance wheel from knocks. The jewels protect it from wear.

Every Sekonda Precision watch has a fully jewelled lever movement.

That's to say, jewels protect every important moving part. The parts most likely to wear.

And jewels reduce wear.

So, every Sekonda Precision watch stays more accurate.

Even the £4.19.6. one. Even that one has a fully jewelled lever movement. It even has a one year guarantee.

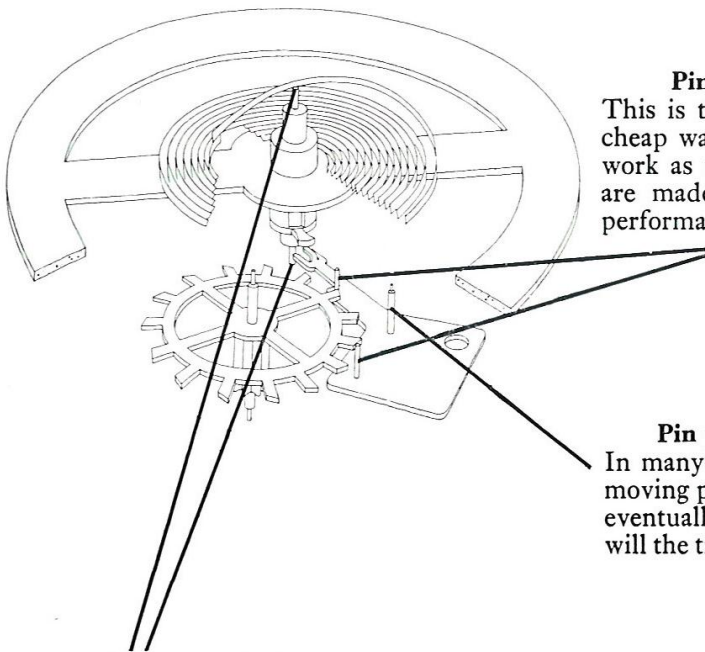
But then it is a Sekonda Precision watch. So just because the price is right doesn't mean the time will be wrong.

130 fully jewelled lever movement Sekonda Russian

Distributed and guaranteed in the U.K. by Global Watches Ltd.

watches gree.

The common watch movement



Pin Pallet.

This is the type of movement used in most cheap watches. It comes in for just as much work as the one on the left. The pallet pins are made of steel, not jewels. Steel wears, performance suffers and so does the time.

Pin pallet pivot.

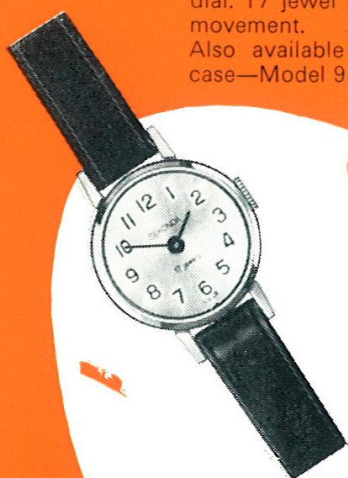
In many such movements this and other moving pivots are not set in jewels, so they eventually must begin to wobble and so will the time.

Balance wheel.

If the balance does not pivot between jewels, the contacts wear faster. And so does the time.

Precision watches at your local jeweller from £4.19.6.

Model 79 Chrome plated ladies watch with raised black figured dial. 17 jewel shockproof lever movement. Also available in gold plated case—Model 94.



Model 93 Tonneau shaped gold plated watch. 17 jewel shockproof lever movement with sweep second hand and rolled gold fully expanding bracelet.

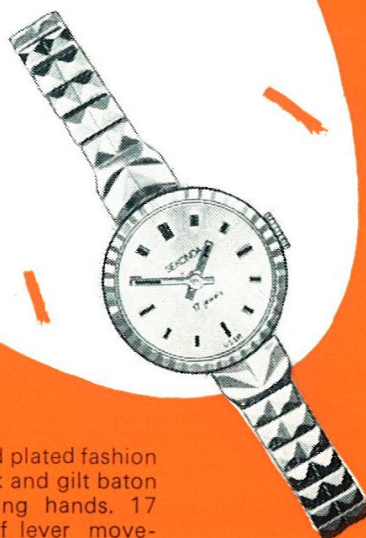


Model 89 Gold plated Carre Cambrai fashion watch with luxury suede strap, 17 jewel shockproof lever movement, sweep second hand. Also available with rolled gold bracelet—Model 171.



Model 100 Ladies gold plated watch with black figures, sweep second hand, 21 jewel shockproof lever movement. Also available with Roman figures—Model 95.

Model 168 Gold plated fashion watch with black and gilt baton dial and matching hands. 17 jewel shockproof lever movement. Rolled gold fully expanding bracelet.



Model 101 Ladies gold plated calendar watch, stainless steel back, sweep second hand. 22 jewel shockproof lever movement.

Model 98 Gold plated diamond cut case with sapphire crystal. 17 jewel shockproof lever movement, sweep second hand, black suede fashion strap.

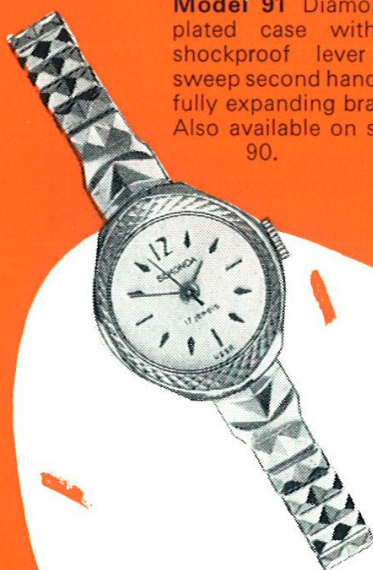
Model 175 Ladies gold plated costume watch, stainless steel back. Radiant dial with high relief diamond cut batons, sapphire crystal. 17 jewel shockproof lever movement. Matching adjustable gold plated link bracelet.



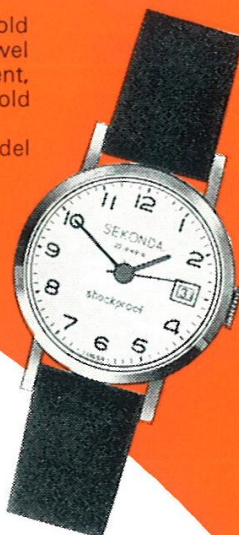
Model 170 Ladies cushion shaped gold plated watch, stainless steel back, 17 jewel shockproof lever movement. Black enamel and gilt batons and hands, rolled gold expanding bracelet. Also available on strap—Model 84.

Model 83 Cushion shaped sunray design gold plated case, 17 jewel shockproof lever movement, black figures and hands. Also available with rolled gold expanding bracelet—Model 169

Model 91 Diamond cut gold plated case with 17 jewel shockproof lever movement, sweep second hand. Rolled gold fully expanding bracelet. Also available on strap—Model 90.



Model 102 Ladies gold plated calendar watch with black embossed figured dial, sweep second hand. 22 jewel shockproof lever movement.



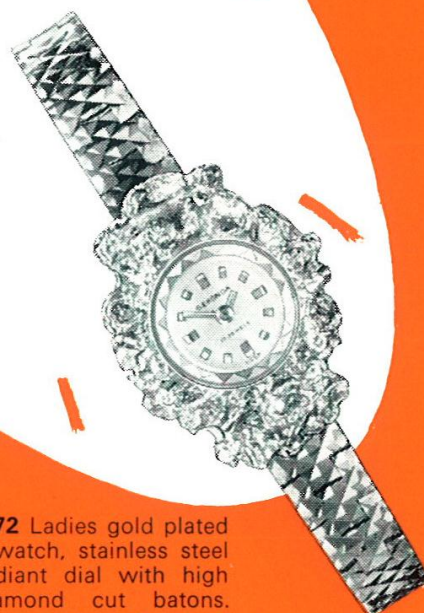
Model 96 Petite square gold plated watch with diamond cut radiant dial and batons, 17 jewel shockproof lever movement.



Model 87 Ladies gold plated watch with easy-to-read white dial, 17 jewel shockproof lever movement.



Model 172 Ladies gold plated costume watch, stainless steel back. Radiant dial with high relief diamond cut batons. Saphette crystal. 17 jewel shockproof lever movement. Matching adjustable gold plated link bracelet.



Model 23 Chrome plated nurse's or sports watch with luminous dial and hands. 17 jewel shockproof lever movement, sweep second hand, water protected, stainless steel back.

Model 99 Gold plated tonneau shaped watch with saphette crystal, 17 jewel shockproof lever movement, sweep second hand, with matching rolled gold fully expanding bracelet.

Model 92 Tonneau shaped gold plated ladies watch with 17 jewel shockproof lever movement, sweep second hand, stainless steel back.



Model 174 Ladies gold plated costume watch, stainless steel back. Radiant dial with high relief diamond cut batons, saphette crystal. 17 jewel shockproof lever movement. Matching adjustable gold plated link bracelet.

Model 82 Ladies gold plated fashion watch. Black enamel and gilt baton dial with matching hands. 17 jewel shockproof lever movement.

Models illustrated all 9ct. gold hall marked cases

Model 139 Ladies 9 ct. gold satin finish case with matching gold plated flexible, adjustable bracelet, 17 jewel shockproof lever movement, sweep second hand.

Model 126 Ladies 9 ct. gold case with raised black enamelled easy-to-read fully figured dial and black hands. 17 jewel shockproof lever movement.

Model 160 Ladies 9 ct. gold diamond cut case with sapphire crystal, easy-to-read figures and batons. 17 jewel shockproof lever movement with matching gold plated diamond cut adjustable bracelet.

Model 161 Ladies 9 ct. gold watch, 17 jewel shockproof lever movement, straightforward round case, gilt numerals, batons and hands.

Model 136 Ladies 9 ct. gold watch, 17 jewel shockproof lever movement, faceted gilt and black enamelled dial, sweep second hand.

Models illustrated all 9ct. gold hall marked cases

Model 158 Ladies 9 ct. gold watch, baton dial. 17 jewel shockproof lever movement. Rolled gold fully expanding bracelet. Also available on leather strap—Model 104.

Model 145 Ladies 9 ct. gold diamond cut case with matching gold plated adjustable bracelet. 17 jewel shockproof lever movement.

Model 135 Ladies 9 ct. gold diamond cut fashion watch with matching gold plated flexible adjustable bracelet. 17 jewel shockproof lever movement. Sweep second hand.



Model 165 Ladies 9 ct. gold cushion shaped cocktail watch with cordette strap. 17 jewel shockproof lever movement. High relief diamond cut batons and matching hands.

Model 151 Ladies 9 ct. gold watch. Clear dial with gilt and black batons and black hands. 17 jewel shockproof lever movement. Also available with fully figured dial—Model 150.

Models illustrated all 9ct. gold hall marked cases

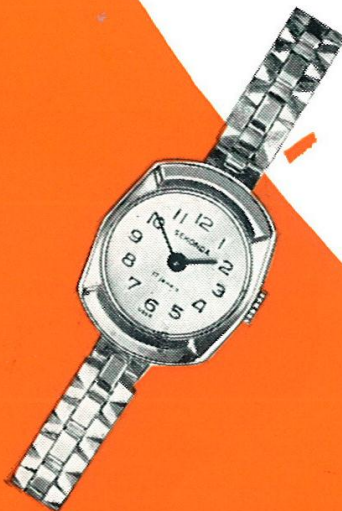
Model 156 Ladies 9 ct. gold watch with diamond milled case. Facetted gilt and black enamelled dial, 17 jewel shockproof lever movement.



Model 163 Ladies cushion shaped 9 ct. gold watch with high relief diamond cut batons, 17 jewel shockproof lever movement. Rolled gold milanese bracelet.



Model 108 Ladies 9 ct. gold fashion watch with high relief baton dial, 17 jewel shockproof lever movement.



Model 106 Ladies 9 ct. gold cocktail watch with matching rolled gold link bracelet. Fully figured dial, 17 jewel shockproof lever movement. Also available as fob watch with 9 ct. chain—Model 149.

Model 123 Ladies 9 ct. gold watch and matching rolled gold bracelet, 17 jewel shockproof lever movement.



Models illustrated all 9ct. gold hall marked cases

Model 137 Ladies 9 ct. gold watch with matching gold plated diamond cut, flexible, adjustable bracelet, 17 jewel shockproof lever movement, sweep second hand. Facetted gilt and black enamelled baton dial.
Also available on strap—Model 136.

Model 162 Ladies cushion shaped 9 ct. gold watch with high relief figure 12 and diamond cut batons. 17 jewel shockproof lever movement.
Also available on rolled gold milanese bracelet—Model 164.

Model 103 Ladies 9 ct. gold, black fully figured dial and hands. 17 jewel shockproof lever movement.
Also available on rolled gold expanding bracelet—Model 157.



Model 117 Ladies 9 ct. gold watch with matching rolled gold link bracelet. Gilt fully figured dial with 17 jewel shockproof lever movement.

Model 134 Ladies 9 ct. gold watch with diamond cut sunray design case, 17 jewel shockproof lever movement, sweep second hand.

