# SEKONDA
## RUSSIAN PRECISION

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# PRICE LIST

| Model Nos. | | Recommended Selling Prices | Model Nos. | | Recommended Selling Prices |
|---|---|---|---|---|---|
| **INSIDE FRONT COVER** | | | **PAGE 4** | | |
| 5 | | £4.19.6d. | 75 | 9 ct gold | £15.10.0d. |
| 30* | | £5.10.0d. | 73* | 9 ct gold | £14.10.0d. |
| 11 | | £5.15.0d. | 59 | Available May 1968 | £9.19.6d. |
| 10* | | £5. 5.0d. | 8 | Available July 1968 | £11.10.0d. |
| 9 | | £9.19.6d. | 19 | | £6. 5.0d. |
| 22 | | £6.10.0d. | 18* | | £5.15.0d. |
| 24* | | £6.19.6d. | **PAGE 5** | | |
| **PAGE 1** | | | 69 | | £16.19.6d. |
| 57 | | £8.19.6d. | 68* | | £15.15.0d. |
| 58* | | £9.19.6d. | 13 | | £5.19.6d. |
| 54 | | £7.10.0d. | 12* | | £5.10.0d. |
| 33 | | £5.10.0d. | 20 | | £5.19.6d. |
| 29 | See front cover | £7.10.0d. | 6 | | £4.19.6d. |
| **PAGE 2** | | | 31* | | £5.10.0d. |
| 2 | Replaced by model 1 | £4. 9.6d. | **PAGE 6** | | |
| 21 | | £6.10.0d. | 53 | | £6.10.0d. |
| 14 | | £7.10.0d. | 30 | | £5.10.0d. |
| 3 | | £4. 9.6d. | 66 | | £9.19.6d. |
| 4* | | £4.19.6d. | 65* | | £8.19.6d. |
| 25* | | £4.15.0d. | 43 | | £6.19.6d. |
| **PAGE 3** | | | 42* | | £5.19.6d. |
| 38 | | £6.15.0d. | **PAGE 7** | | |
| 28 | | £6.15.0d. | 37 | | £5.15.0d. |
| 26* | | £6.15.0d. | 52 | | £7. 5.0d. |
| 40 | | £7.10.0d. | 51* | | £6. 5.0d. |
| 44* | | £7.10.0d. | 55 | | £7.19.6d. |
| 49 | | £5.19.6d. | 56* | | £8.19.6d. |
| 50* | | £6.19.6d. | 41 | | £7.10.0d. |
| 16* | | £4.19.6d. | | | |

Prices Effective 1.4.68 Inclusive of New Rates of Purchase Tax
*Not illustrated

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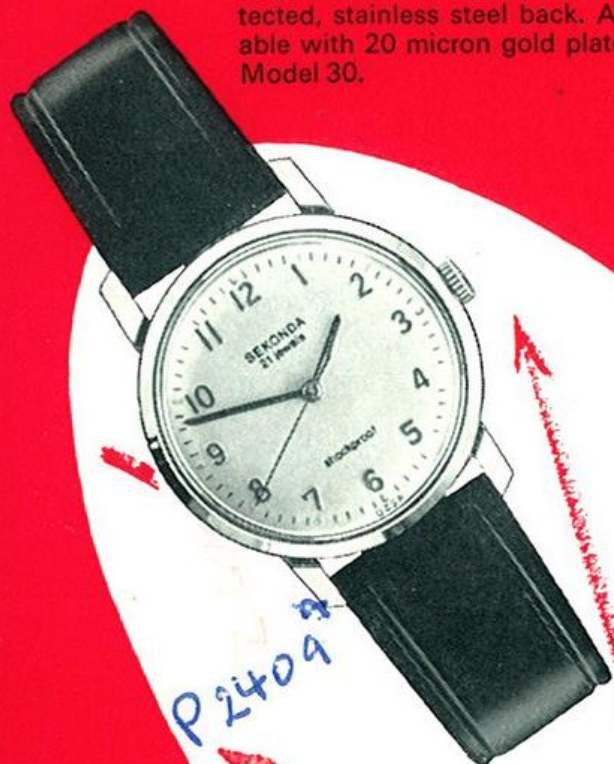# PRICE LIST

| Model Nos. | Recommended Selling Prices | Model Nos. | Recommended Selling Prices |
|---|---|---|---|
| **PAGE 10** | | 120 Replaced by model 159 | £9.19.6d. |
| 80 | £3.19.6d. | 121* | £10.19.6d. |
| 85 | £4.19.6d. | 117 | £8.19.6d. |
| 23 | £4.19.6d. | 118 | £16.19.6d. |
| 36 | £6.19.6d. | 119* | £9.19.6d. |
| 87 | £4. 9.6d. | **PAGE 14** | |
| 94* | £4.19.6d. | | |
| | | 109 | £8.19.6d. |
| **PAGE 11** | | 137 | £12.19.6d. |
| 89 | £5.19.6d. | 134 | £9.19.6d. |
| 171* | £6.19.6d. | 108 | £9.19.6d. |
| 84 | £5.19.6d. | 106 | £9.19.6d. |
| 170* | £6.19.6d. | **PAGE 15** | |
| 90 | £5.19.6d. | 140 | £8.19.6d. |
| 93 | £6.19.6d. | 141 | £11.19.6d. |
| 98 | £5.19.6d. | 129 | £7.19.6d. |
| | | 145 See back cover | £12.19.6d. |
| **PAGE 12** | | 161 | £8.19.6d. |
| 83 | £5.19.6d. | **PAGE 16** | |
| 169* | £6.19.6d. | 126 | £8.19.6d. |
| 97 | £5. 5.0d. | 147 | £11.19.6d. |
| 82 | £5.19.6d. | 138 | £8.19.6d. |
| 168* | £6.19.6d. | 122 | £7.19.6d. |
| 92 | £5.19.6d. | 135 | £12.19.6d. |
| 99 | £6.19.6d. | **INSIDE BACK COVER** | |
| **9 CT. GOLD WATCHES** | | 156 | £9.19.6d. |
| | | 146 | £12.19.6d. |
| **PAGE 13** | | 107 | £9.19.6d. |
| 103 | £9.19.6d. | 139 | £11.19.6d. |
| 104* | £9.19.6d. | 136 | £9.19.6d. |
| 123 | £9.19.6d. | | |

Prices Effective 1.4.68 Inclusive of New Rates of Purchase Tax
*Not illustrated

**Model 5** Chrome man's watch. Fully figured dial, sweep second hand, 21 jewel lever movement, shockproof, water protected, stainless steel back. Also available with 20 micron gold plated case—Model 30.

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

**Model 22** Chrome finish, steel back, water protected, shockproof. Bold military style, luminous dial and hands, 18 jewel lever movement with sweep second. Also available with stainless steel bracelet—Model 24.

**Model 57** Self winding 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 54** Calendar watch, luminous, gold plated with matching rolled gold fully expanding, adjustable bracelet. Water protected, 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 29** Calendar watch with raised baton dial; luminous. "Knife" edge slim gold plated case, stainless steel back. 18 jewel shockproof lever movement.
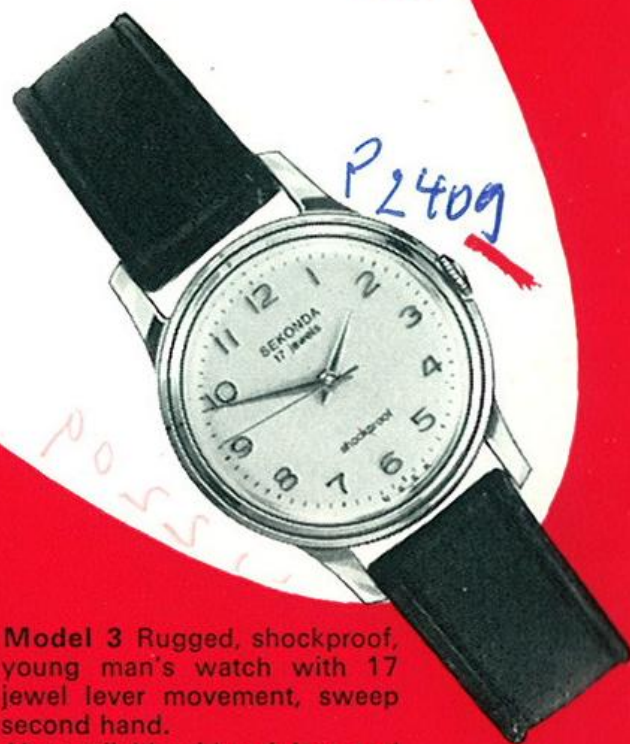(As illustrated on front cover)

1

**Model 2** Youngster's watch in chrome finish with easy-to-read fully figured dial, sweep second hand, 17 jewel shockproof lever movement.

**Model 21** Man's calendar watch in chrome finish case with matching stainless steel adjustable bracelet. Luminous. Water protected, 18 jewel shockproof lever movement.

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

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

**Model 38** Gold plated watch, 18 jewel shockproof lever movement, rolled gold expanding fully adjustable bracelet, stainless steel back, water protected.

**Model 28** Fully figured with luminous dots and hands. Slim gold plated case with stainless steel back, 18 jewel shockproof lever movement.
Gilt baton non-luminous dial also available—Model 26.

**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 champagne tinted dial—Model 44.

**Model 49** 20 micron gold plated calendar watch, sweep second hand, stainless steel back, 21 jewel shockproof lever movement. Also available with rolled gold bracelet—Model 50. And in chrome finish with strap—Model 16.

3

**Model 75** 9 ct. gold men's calendar watch, extra slim case, 18 jewel shockproof lever movement. Also available without calendar feature—Model 73.

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

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

**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.

4

**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). Also available without speed and distance scales—Model 68.

**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 20** Chrome plated calendar watch with luminous dial and hands, sweep second hand, 18 jewel shockproof lever movement. Stainless steel back, water protected.

**Model 6** 21 jewel lever movement with chrome plated water protected case, stainless steel back, gilt dial batons, and sweep second hand.
Also available in 20 micron gold plated case—Model 31.

5

**Model 53** Calendar watch, gold plated water protected case with luminous dial and hands, stainless steel back. 18 jewel shockproof lever movement.

**Model 30** 20 micron gold plated case, fully figured dial, sweep second hand, rugged 21 jewel shockproof lever movement, water protected.

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

**Model 43** Gold plated with luminous dial and hands, sweep second hand, 18 jewel shockproof lever movement, water protected, with rolled gold fully expanding adjustable bracelet. Also available on leather strap— Model 42.

**Model 37** Gold plated man's watch, 18 jewel shockproof lever movement. Water protected, stainless steel back, sweep second hand.

**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.

*W2209*

*W2214*

*P2415*

*P2209*

**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 41** Super slim watch with silvered dial, gilt batons. 23 jewel shockproof lever movement, sweep second hand, 20 micron gold plated case, stainless steel back.

7

All SEKONDA watches have genuine fully-jewelled lever movements. Good watches have to.

Illustrated above is a ladies' 17 jewelled lever movement

When you've bought a watch, you don't want to be always poking round the inside, slowing it down or speeding it up.
And you don't want it to be in and out of the repairers all the time.

So we do everything we possibly can to make sure that you don't have to bother with it.
We give every Russian Precision Watch, whatever the cost, a fully jewelled lever movement.
Which means that every moving part pivots on a jewel.
And jewels don't wear.
That's why Russian Precision Watches are more accurate. And why they last longer.
There are Russian Precision Watches for men, women and children. From simple, elegant timepieces to luxurious, 9ct. gold, ladies' bracelet watches and men's stainless-steel, self-winding calendar watches.
And every single one has a fully jewelled lever movement. Good watches should have.

Your local jeweller, Russian Precision Watch stockist is

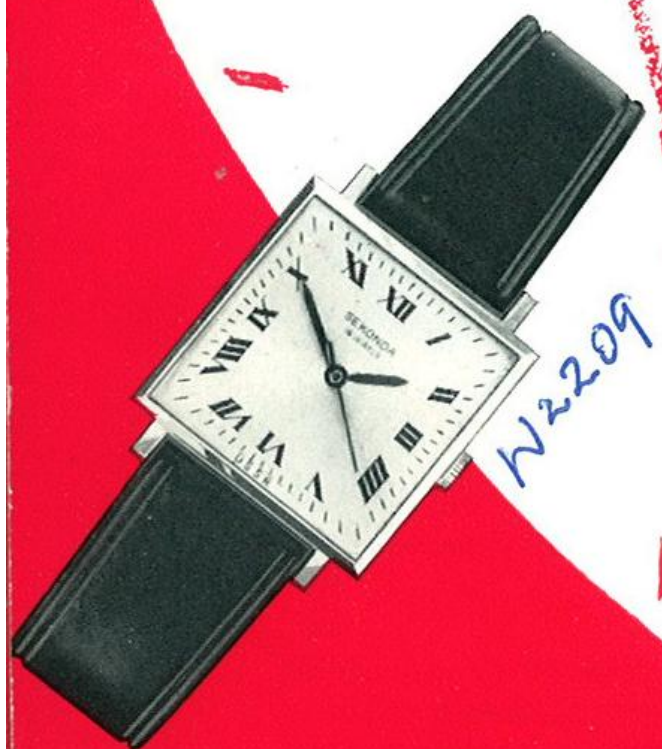Ask him about Russian Precision Watches—he knows all about them.

**Model 80** Chrome plated ladies' watch, fully figured dial, 17 jewel shockproof lever movement, stainless steel back.

**Model 85** Gold plated ladies' watch with easy-to-read black numerals, 17 jewel shockproof lever movement.

**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 36** Gold plated fashion watch with black Roman figured dial and black hands, sweep second hand, 18 jewel shockproof lever movement.
Also available with gilt baton dial and gilt hands—Model 34.

**Model 87** Gold plated case, 17 jewel shockproof lever movement, silvered dial with gilt batons, stainless steel back. Also available with raised black figures—Model 94.

10

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

**Model 90** Diamond cut gold plated case with 17 jewel shockproof lever movement, sweep second hand, stainless steel back.

**Model 84** Latest cushion shaped gold plated case with shockproof 17 jewel lever movement. Black enamel and gilt batons and hands. Also available with rolled gold bracelet. Model 170.

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

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

11

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

**Model 91** Diamond cut gold plated case with 17 jewel shockproof lever movement, sweep second hand, with rolled gold fully expanding bracelet.

**Model 82** Ladies' gold plated fashion watch. Black enamel and gilt baton dial with matching hands. 17 jewel shockproof lever movement. Also available with rolled gold bracelet—Model 168.

**Model 92** Tonneau shaped gold plated ladies' watch with 17 jewel shockproof lever movement, sweep second hand, 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.

Models illustrated all 9ct. gold hall marked cases

**Model 103** 9ct. gold, black fully figured dial and hands. 17 jewel shockproof lever movement. Also available with gilt baton dial and hands—Model 104.

**Model 120** 9ct. gold diamond cut case with saphette crystal, easy-to-read figures and batons. 17 jewel shockproof lever movement. Also available with matching rolled gold and link bracelet—Model 121.

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

C1601

C1601

C1601

S1601

C1601

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

**Model 118** Neat 9ct. gold case with 9ct. gold bracelet. 17 jewel shockproof lever movement. Also available with gold plated bracelet—Model 119.

13

Models illustrated all 9ct. gold hall marked cases

**Model 109** Petite ladies' 9ct. gold diamond turned case with 17 jewel shockproof lever movement.

C1601

**Model 137** 9ct. gold watch with matching gold plated diamond cut flexible, adjustable bracelet, 17 jewel shockproof lever movement, sweep second hand. Faceted gilt and black enamelled baton dial.

21509

**Model 134** Diamond cut sunray design 9ct. gold case, 17 jewel shockproof lever movement, sweep second hand.

21509

C1601

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

21501

**Model 106** Ladies' 9ct. gold cocktail watch with matching rolled gold link bracelet, 17 jewel shockproof lever movement.
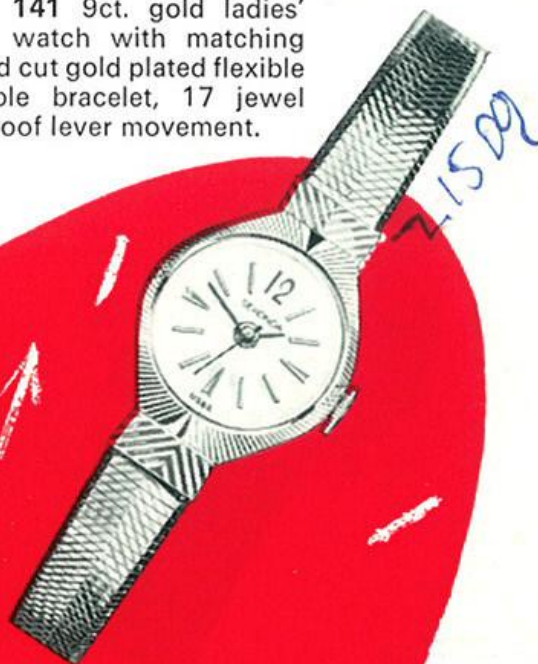
**Models illustrated all 9ct. gold hall marked cases**

**Model 140** 9ct. gold tonneau shaped ladies' watch with raised gilt baton dial, 17 jewel shockproof lever movement, sweep second hand.

**Model 141** 9ct. gold ladies' fashion watch with matching diamond cut gold plated flexible adjustable bracelet, 17 jewel shockproof lever movement.

**Model 129** 9ct. gold diamond cut cushion shaped case, 17 jewel shockproof lever movement, gilt batons and hands.

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

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

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

**Model 147** 9ct. gold diamond milled case with matching gold plated adjustable bracelet, 17 jewel shockproof lever movement.

**Model 138** 9ct. gold diamond etched case and matching dial, 17 jewel shockproof lever movement with sweep second hand.

**Model 122** 9ct. gold faceted case, gilt baton dial, 17 jewel shockproof lever movement.

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

16

**Models illustrated all 9ct. gold hall marked cases**

**Model 156** 9ct. gold ladies' watch with diamond milled case, gilt fully figured dial, 17 jewel shockproof lever movement.

**Model 146** 9ct. gold ladies' watch with high relief baton dial, 17 jewel shockproof lever movement, matching gold plated diamond cut bracelet.

**Model 107** Petite ladies' 9ct. gold watch with 17 jewel shockproof lever movement, finely diamond cut case, gilt baton dial.

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

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