



# SEKONDA

## PRECISION

### PRICE LIST

Model Nos.	Recommended Selling Prices	Model Nos.	Recommended Selling Prices
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#### PAGE 2

233	£7.10.0d.
24	£7. 5.0d.
22*	£6.10.0d.
44	£7.19.0d.
40*	£7.19.0d.
41*	£7.19.0d.
228	£7.10.0d.
227*	£6.19.0d.

#### PAGE 3

229	Discontinued
205*	Discontinued
5	£4.19.0d.
30*	£6.10.0d.
49	£6.19.0d.
48*	Discontinued
60	£7.19.0d.
225*	£8.19.0d.

#### PAGE 4

4	£4.10.0d.
3*	£3.19.0d.
1	£3.19.0d.
2*	£4.10.0d.
27	£6.10.0d.
39	£7.19.0d.

#### PAGE 5

34 (Should read 37)	£6.10.0d.
21	£7. 5.0d.
20*	£6.10.0d.
55	Discontinued
46	£8.19.0d.
45*	£8.19.0d.

#### PAGE 6

203	£7.19.0d.
204*	Discontinued
75	£16.19.0d.
76*	£19.19.0d.
74	£18.19.0d.
73*	£15.19.0d.
28 (Should read 34)	£5.19.0d.

#### PAGE 7

15	£6.19.0d.
16*	£7.15.0d.
31	£6.10.0d.
206	£10.10.0d.
64	£3.19.0d.

#### PAGE 8

57	£9.10.0d.
58*	£10.10.0d.
208	£12.10.0d.
207*	£10.19.0d.
210	£12.10.0d.
209*	£10.19.0d.
59	£10.10.0d.
232*	£11.10.0d.

#### PAGE 9

68	£13.19.0d.
63	£4.19.0d.
69	£15.19.0d.
66	£9.19.0d.

Prices effective 15.4.70

\*Not illustrated

Inclusive of Purchase Tax

Water protected/water resistant means protected against accidental temporary immersion in water.

Shock proof/shock resistant means protected against accidental shocks incurred in normal use.

# SEKONDA

## PRECISION

# PRICE LIST

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

62	£7.19.0d.
226	£8.19.0d.
61*	£7.19.0d.
201	£6.19.0d.
202*	£7.10.0d.
29	£7.19.0d.

### PAGE 11

83	£6.19.0d.
169*	£7.19.0d.
282	£8.10.0d.
179*	£8.10.0d.
78	£6.10.0d.
171	£8.10.0d.
89*	£7.10.0d.
102	£6.10.0d.
100*	£5.19.0d.

### PAGE 12

180	£7.10.0d.
85	£6.19.0d.
170	£7.19.0d.
84*	£6.19.0d.
93	£6.19.0d.
92*	£5.19.0d.
79	£3.19.0d.
94*	£4.19.0d.

### PAGE 13

175	Discontinued
167	£5.19.0d.
94*	£4.19.0d.
96	£7.10.0d.
81	£5.19.0d.
168	£7.19.0d.
82*	£6.19.0d.

### PAGE 14

77	£5.19.0d.
173	£9.19.0d.
95	£6.10.0d.
90	Discontinued
91*	Discontinued
99	£7.19.0d.
98*	£6.19.0d.

### PAGE 15

134	Discontinued
135*	£15.10.0d.
103	£12.10.0d.
104*	£12.10.0d.
158	£14.10.0d.
157*	£14.10.0d.
146	£14.10.0d.
137	£15.10.0d.
136*	£12.10.0d.

### PAGE 16

165	£13.10.0d.
164	£16.10.0d.
138	£12.10.0d.
160	£15.10.0d.
159*	£12.10.0d.
126	£10.10.0d.

### INSIDE BACK COVER

108	£11.10.0d.
162	£13.10.0d.
117	£9.10.0d.
150	£13.10.0d.
151*	£13.10.0d.
141	£15.10.0d.
140*	£12.10.0d.

Prices effective 15.4.70

\*Not illustrated

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Shock proof/shock resistant means protected against accidental shocks incurred in normal use.

# What's in a Sekonda

## The inside story of a good watch.

1. The oil that lubricates this watch costs 600 times as much as the oil that lubricates a car. But without it everything would eventually grind to a halt.

2. The hairspring is carefully compensated against changes in temperature. If it wasn't, a mere 18° F. change in temperature would make the watch wrong by 1½ minutes a day.

3. The outside of this balance wheel travels about 6,000 miles in a year of normal use (that's as far as America and back). Even an aeroplane couldn't go this far without proper servicing, and a Sekonda watch will work all the better for an annual overhaul.

4. This pivot needs protection. It's a mere thirty-thousandth of an inch thick, yet it has to support the entire balance wheel.

All Sekonda watches have a spring set behind the pivot jewels, so a small knock doesn't have a shocking result.

5. The main spring of a Sekonda watch is made of an alloy twenty times stronger than ordinary steel. Which is a touch pricier: ounce for ounce it costs almost as much as pure gold.

6. This pivot swings backwards and forwards 432,000 times a day or 3 million times a week or 150 million times a year. If it hadn't got a jewel on either end it would get horribly worn.

And as it's not much thicker than a human hair, a little bit of wear would go a long way.

All Sekonda watches have jewels at all their important working parts, to keep things running smoothly.

7. The escape wheel has to let the energy of the main spring "escape" tick by tick. It's rather like a turnstile letting through a flow of impatient people.

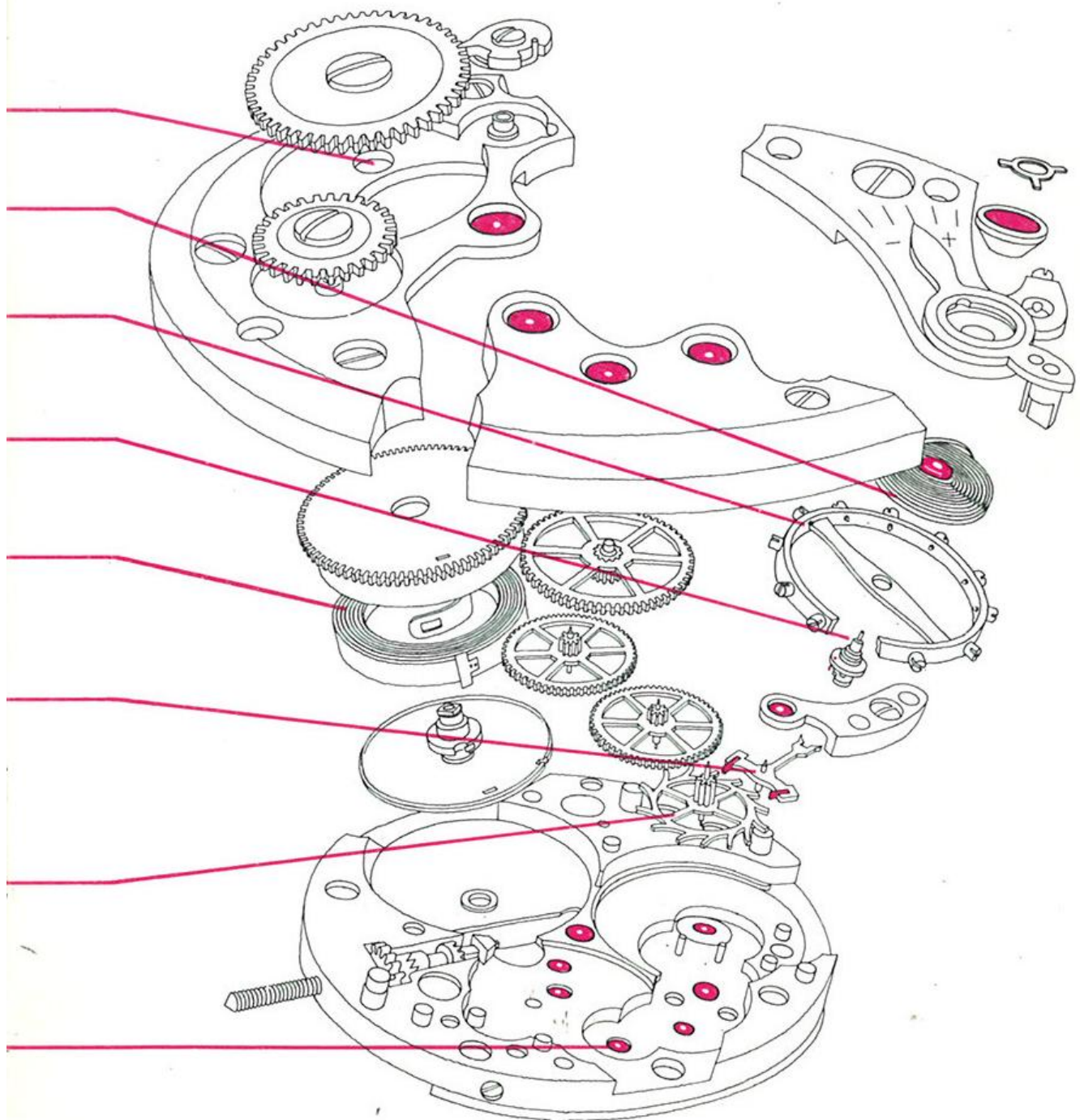
All this energy would cause a lot of wear on the wheel's pivots – if it wasn't for the jewels at either end.

8. The jewels in a watch (marked in red) aren't at all the Crown Jewel variety. Far from being dug up from the ground, they're made very precisely by an industrial process.

Once made, they then have to be cut to size and eased into the nooks and crannies on a watch. Imagine having to fiddle round with something that's just one hundredth of an inch across.

But we think it's worth the trouble.

# for you ?



Model 44  
Super slim 20 micron gold plated watch with steel case back and champagne tinted dial. 23 jewel shock resistant movement. Leather strap.  
Model 40: with black dial.  
Model 41: with silver dial.

Model 228  
Cushion shape, water resistant, date watch with 20 micron gold plated case and steel case back. 18 jewel shock resistant movement. Leather strap.  
Model 227: without date.

Model 233  
Fashion watch with 20 micron gold plated case, steel case back and white dial. 23 jewel shock resistant movement. Leather strap.

Model 24  
Bold military style with chrome water resistant case, steel case back, luminous dial and hands. 18 jewel shock resistant movement. Steel adjustable link bracelet.  
Model 22: on leather 'rally type' strap.

All 130 Sekonda Precision Russian watches

Distributed and guaranteed in the U.K.

Model 229  
Carré cambrai shaped watch  
with 20 micron gold plated case  
and steel case back. 17 jewel  
shock resistant movement.  
Leather strap.  
Model 205: in chrome plated  
case.

Model 49  
Water resistant, 20 micron gold  
plated date watch. 17 jewel  
shock resistant movement.  
Leather strap.  
Model 48: with black dial.

Model 60  
Super slim, 20 micron gold  
plated fashion watch.  
Steel case back and white  
dial. 23 jewel shock resist-  
ant movement. Leather  
strap.  
Model 225: with tailored  
'milanese' bracelet.

Model 5  
Clear dial watch in chrome  
plated, water resistant case  
with steel case back. 21 jewel  
shock resistant movement.  
Leather strap.  
Model 30: in 20 micron gold  
plated case.

have a fully jewelled lever movement.

by Global Watches Ltd., London.



**Model 27**  
Slim, 20 micron gold plated watch with steel case back and radiant dial. 18 jewel shock resistant movement. Leather strap.



**Model 1**  
Boys easy-to-read, waterresistant watch with chrome case and steel case back. 17 jewel shock resistant movement. Leather strap.  
**Model 2:** on all steel adjustable expanding link bracelet.


**Model 39**  
Fashion date watch with 20 micron gold plated case, steel case back and radiant dial. 21 jewel shock resistant movement. Leather strap.



**Model 4**  
Boys 24 hour luminous dial, water resistant watch with chrome case and steel case back. 17 jewel shock resistant movement. All steel adjustable expanding link bracelet.  
**Model 3:** on leather strap.

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Model 55  
Automatic watch with 20  
micron gold plated, water  
resistant case and steel  
case back. 29 jewel shock  
resistant movement. Leather  
strap.

Model 34  
20 micron gold plated slim  
watch with steel case back and  
read-at-a-glance dial. 18 jewel  
shock resistant movement.  
Leather strap.

Model 46  
Super slim, 20 micron  
gold plated watch with  
steel case back. 23 jewel  
shock resistant movement.  
Tailored 'milanese' brace-  
let.  
Model 45: with silver dial.

Model 21  
Chrome plated, water re-  
sistant date watch with  
steel case back and lumi-  
nous dial and hands. 18  
jewel shock resistant  
movement. Fitted all steel  
adjustable bracelet.  
Model 20: with leather  
strap.

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by Global Watches Ltd., London.

Model 75  
9 ct. gold hallmarked,  
slim, date watch. 18  
jewel shock resistant  
movement. Leather  
strap.  
Model 76: with fitted  
rolled gold adjustable  
bracelet.



Model 203  
All steel super slim, water resistant  
watch with metallic blue dial. 23  
jewel shock resistant movement.  
Leather strap.  
Model 204: with white dial and raised  
blued arabic full figures.



Model 28  
20 micron gold plated,  
luminous, slim watch  
with steel case back.  
18 jewel shock resistant  
movement. Leather  
strap.



Model 74  
Slim 9 ct. gold hallmarked  
watch. 18 jewel shock  
resistant movement. Fitted  
rolled gold adjustable  
bracelet.  
Model 73: with leather  
strap.

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**Model 15**

Bold, military style date watch in chrome plated, water resistant case and steel case back. Luminous dial and hands. 18 jewel shock resistant movement. Leather 'rally type' strap. Model 16: with fitted steel link adjustable bracelet.

**Model 64**

Slim, chrome plated pocket watch with clear dial. 15 jewel movement.



**Model 206**

All steel, automatic, water resistant watch. 29 jewel shock resistant movement. Leather strap.



**Model 31**

20 micron gold plated, water resistant watch with steel case back and modern bold dial and matching hands. 17 jewel shock resistant movement. Leather strap.

**have a fully jewelled lever movement.**

by Global Watches Ltd., London.



Model 59  
Automatic, gold plated, water resistant, date watch with steel case back. 29 jewel shock resistant movement. Leather strap.  
Model 232: with rolled gold adjustable expanding bracelet.

Model 208  
All steel, automatic, water resistant, date watch. 29 jewel shock resistant movement. Adjustable steel link fitted bracelet.  
Model 207: with leather strap.



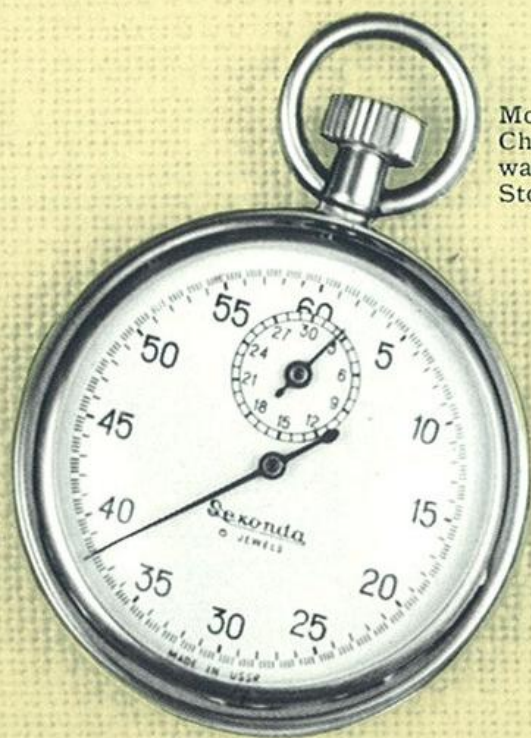
Model 210  
Automatic, all steel, water resistant, date watch with luminous dial. 29 jewel shock resistant movement. Fitted adjustable steel link bracelet.  
Model 209: with leather strap.



Model 57  
Automatic, 20 micron gold plated, water resistant, date watch with steel case back. 29 jewel shock resistant movement. Leather strap.  
Model 58: with rolled gold adjustable expanding bracelet.

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Distributed and guaranteed in the U.K.



Model 63  
Chrome plated, 15 jewel pocket stop watch. Calibrated to 1/5th of a second. Stop/start/zeroing push button operation.

Model 68  
19 jewel Chronograph with external stop/start and zero buttons. Dial facilities for continuous or intermittent timing to 1/5th of a second, and separate 45 minutes recording dial. Dial marked with a Tachometric scale (for determining average speeds) and Telemetric scale (for ascertaining distance). Leather strap.



Model 69  
Black dial Chronograph watch with external stop/start and zero buttons. 19 jewel movement. Luminous. Dial facilities for continuous or intermittent timing to 1/5th of a second, and separate 45 minute recording dial. Tachometric scale (for determining average speeds). Leather strap.



Model 66  
Alarm watch with 20 micron gold plated, water resistant case and steel case back. 18 jewel shock resistant movement. Leather strap.



have a fully jewelled lever movement.

by Global Watches Ltd., London.



**Model 29**  
Slim, gold plated, date watch with steel case back. 18 jewel shock resistant movement. Leather strap.

**Model 62**  
Super slim, 20 micron gold plated pocket watch with white dial. 23 jewel shock resistant movement.



**Model 226**  
20 micron gold plated, super slim watch with white dial and steel case back. 23 jewel shock resistant movement. Tailored 'milanese' bracelet. Illustrated on cover.  
**Model 61:** with leather strap.



**Model 201**  
Fashionable cushion shape, chrome plated, water resistant watch with steel case back. Black dial with white roman numerals and matching hands. 18 jewel shock resistant movement. Leather strap.  
**Model 202:** with date.

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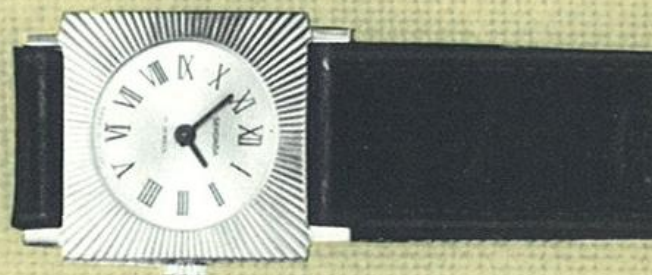
**Model 171**  
Fashionable ladies rectangular, gold plated watch with matching rolled gold fully expanding bracelet. Steel case back. 17 jewel shock resistant movement.  
Model 89: with black strap.

**Model 102**  
Date watch with bold dial and easy-to-read date aperture. 20 micron gold plated case with steel case back. 22 jewel shock resistant movement. Leather strap.  
Model 100: without date.

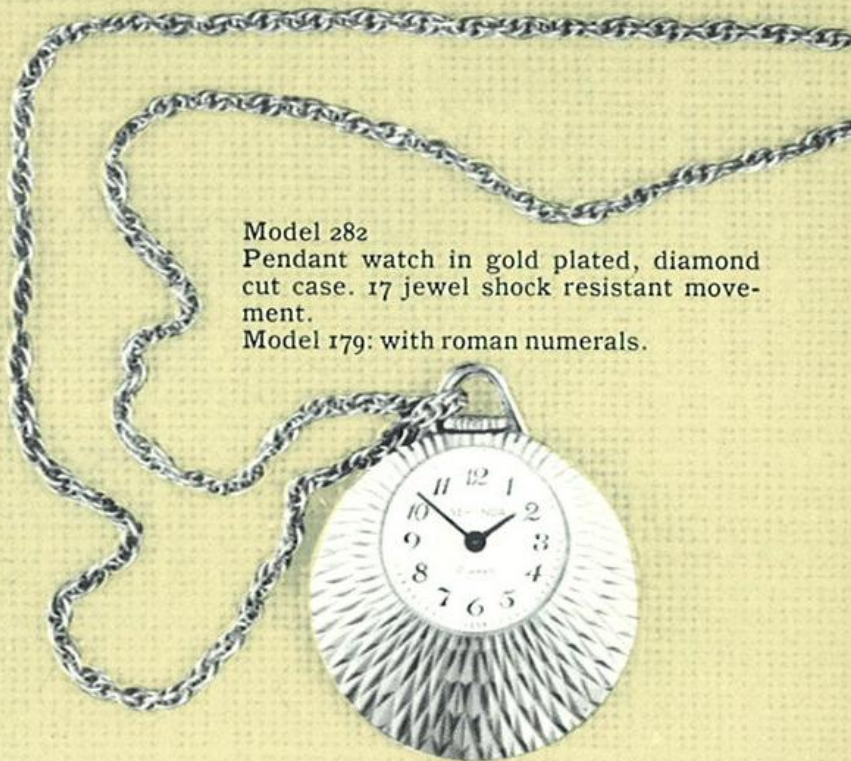


**Model 83**  
Attractive ladies gold plated watch with clear dial and steel case back. 17 jewel shock resistant movement. Leather strap.  
Model 169: with fitted rolled gold fully expanding bracelet.

**Model 78**  
Chrome plated square watch with steel case back. Fashionable clear roman numeral dial. 17 jewel shock resistant movement. Leather strap.



**Model 282**  
Pendant watch in gold plated, diamond cut case. 17 jewel shock resistant movement.  
Model 179: with roman numerals.



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by Global Watches Ltd., London.

**Model 79**

Young girls, chrome plated watch with see-at-a-glance dial. Steel case back and 17 jewel shock resistant movement. Leather strap.

Model 94: in 20 micron gold plated case.

**Model 85**

20 micron gold plated watch with sapphire glass, clear dial and steel case back. 17 jewel shock resistant movement. Leather strap.

**Model 93**

Tonneau shape, gold plated watch with 17 jewel shock resistant movement. Steel case back and fitted fully expanding rolled gold bracelet.

Model 92: with leather strap.

**Model 170**

Cushion shape, gold plated watch with tailored rolled gold fully expanding bracelet. Steel case back. 17 jewel shock resistant movement.

Model 84: with leather strap.

**Model 180**

Rectangular, 20 micron gold plated watch with steel case back. 17 jewel shock resistant movement. Leather strap.

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Model 81  
Water resistant, chrome plated  
watch with steel case back. 17  
jewel shock resistant move-  
ment. Leather strap.



Model 167  
Easy to read, 20 micron gold plated  
watch with rolled gold fully expand-  
ing bracelet. Steel case back and  
17 jewel shock resistant movement.  
Model 94: with leather strap.



Model 96  
Square watch with 17  
jewel shock resistant  
movement. 20 micron gold  
plated case and steel case  
back. Leather strap.



Model 168  
Petite, gold plated watch with  
tailored rolled gold fully expanding  
bracelet. Steel case back and 17 jewel  
shock resistant movement.  
Model 82: with leather strap.

Model 175  
Gold plated costume watch  
with matching gold plated ad-  
justable bracelet. Saphette  
glass and clear dial. 17 jewel  
shock resistant movement.

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by Global Watches Ltd., London.

**Model 77**  
Nurses chrome plated fob watch with fully figured dial and clear red sweep second hand. 21 jewel shock resistant movement. Name engraving chrome fob attachment with safety-pin fitting.



**Model 90**  
Diamond cut, gold plated, tonneau shape watch. Steel case back. 17 jewel shock resistant movement. Model 91: with fitted rolled gold fully expanding bracelet.



**Model 173**  
Costume watch with gold plated case and matching gold plated adjustable link bracelet. Saphette glass. 17 jewel shock resistant movement.



**Model 95**  
20 micron gold plated fashion watch with steel case back. 21 jewel shock resistant movement. Sweep second hand. Leather strap.

**Model 99**  
Saphette glass, gold plated watch with matching rolled gold fully expanding bracelet. Steel case back. 17 jewel shock resistant movement. Model 98: with black strap.



**All 130 Sekonda Precision Russian watches**

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## 9ct. Gold Hall-marked cases

Model 137  
17 jewel shock resistant  
movement watch with 9 ct.  
gold hallmarked case and  
matching gold plated brace-  
let. Black sweep second hand.  
Model 136: with leather strap.

Model 146  
Clear, round, 9 ct. gold  
hallmarked watch with  
matching gold plated  
bracelet. 17 jewel shock  
resistant movement.

Model 158  
9 ct. gold hallmarked  
watch with attractive roll-  
ed gold fully expanding  
bracelet. 17 jewel shock  
resistant movement.  
Model 157: with fully  
figured dial.

Model 134  
Clear dial, 9 ct. gold hall-  
marked watch. 17 jewel  
shock resistant movement.  
Leather strap.  
Model 135:  
with  
matching  
gold plated  
bracelet.

Model 103  
Small, easy to read, 9 ct.  
gold hallmarked watch.  
17 jewel shock resistant  
movement. Leather strap.  
Model 104: with baton dial.

# have a fully jewelled lever movement.

by Global Watches Ltd., London.

9ct. Gold Hall-marked cases

Model 164

Fashionable, 9 ct. gold hallmarked watch with fitted rolled gold 'milanese' bracelet. 17 jewel shock resistant movement.



Model 160

Attractive, 9 ct. gold hallmarked watch with matching gold plated bracelet. Saphette glass with clear dial. 17 jewel shock resistant movement.



Model 159: with leather strap.

Model 165

Cushion shape, 9 ct. gold hallmarked watch with 17 jewel shock resistant movement. Cordette strap.



Model 126

Bold, 9 ct. gold hallmarked watch with leather strap and 17 jewel shock resistant movement.



Model 138

Easy to read, 9 ct. gold hallmarked watch with 17 jewel shock resistant movement and sweep second hand. Leather strap.



All 130 Sekonda Precision Russian watches

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9ct. Gold Hall-marked cases

Model 141  
Fashionable,  
9 ct. gold hall-  
marked watch  
with matching  
gold plated  
bracelet. 17  
jewel shock re-  
sistant move-  
ment.

Model 140: with  
leather strap.

Model 162  
Cushion shape, 9 ct. gold  
hallmarked watch with  
clear dial, 17 jewel shock  
resistant movement and  
leather strap.

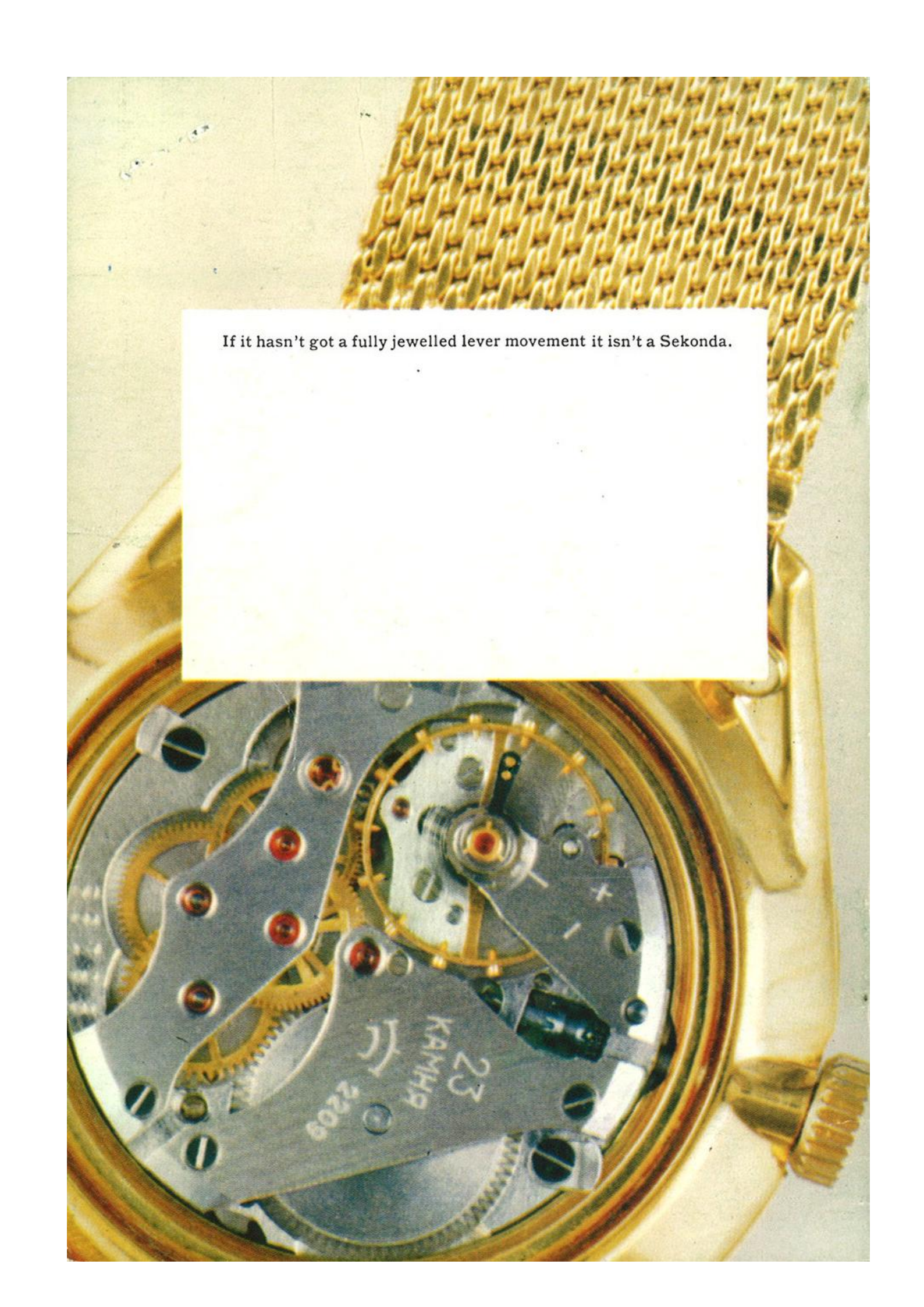
Model 150  
See-at-a-glance, 9 ct. gold hall-  
marked watch with 17 jewel  
shock resistant movement.  
Leather strap.  
Model 151: with baton dial.

Model 117  
Fully figured, 9ct.  
gold hallmarked,  
tonneau shaped  
watch with match-  
ing rolled gold link  
bracelet. 17 jewel  
shock resistant  
movement.

Model 108  
Diamond cut, 9 ct. gold hall-  
marked watch with 17 jewel shock  
resistant movement and leather  
strap.

have a fully jewelled lever movement.

by Global Watches Ltd., London



If it hasn't got a fully jewelled lever movement it isn't a Sekonda.