



THE BULOVA EXPERIENCE

For nearly 110 years, people have relied on the accuracy and dependability of "Bulova Watch Time." Bulova watches flew with the pioneer pilots and traveled through outerspace with the astronauts. They have orbited planet Earth aboard American satellites, probed the oceans' floors on the wrists of divers, kept time for millions of men and women in every walk of life and nation of the world.

The new Bulova collection previewed in this supplement continues the matchless Bulova tradition of timekeeping and watchmaking excellence. It presents the retailer and his customers with an exciting selection of styles to appeal to all tastes: bold, beautiful, classic, contemporary, elegant, diamond studded, and more. Bulova's two-year warranty program is further assurance of uncompromised excellence.

The Bulova Experience. It's the kind of quality and precision everybody should demand.

BULOVA

Designed for those who prize crisp precision, crisply stated







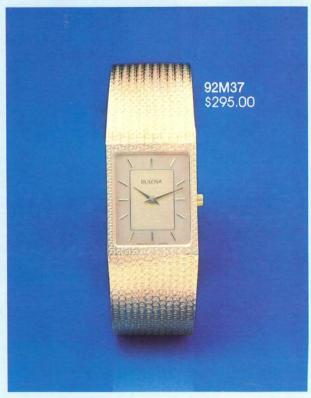
BULOVA

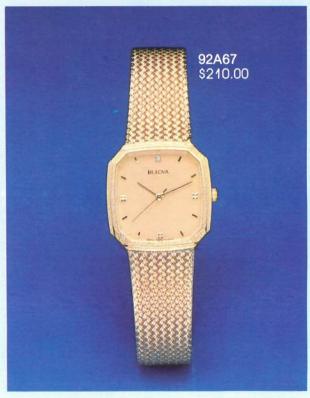
Sweep second accuracy... around the calendar







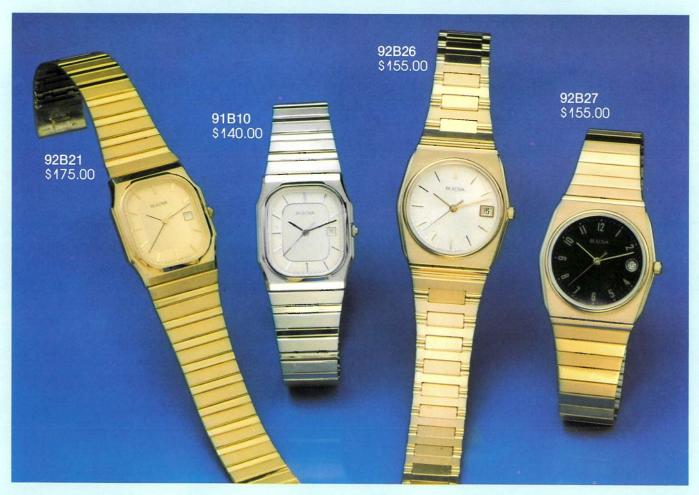




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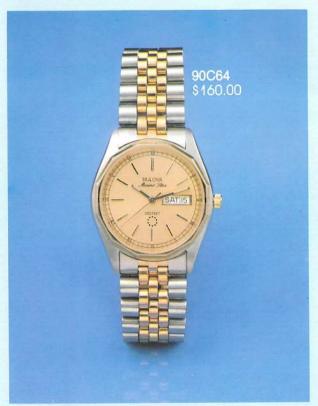
From tradition to contemporary, watches that make every date memorable





BULOVA

For men with special interests... divers, railroad buffs, Masons







BULOVA

Timely accents to wear at home, at work or on the town







BULOVA

High fashion styling to flatter a fashionable lady's wrist



BULOVA Equisite designs for the dressier times of one's life





BULOVA DIAMONDS

Every girl deserves at least one of these sparkling beauties



For immediate action on orders for merchandise in this catalog, call between 9 am and 5 pm Eastern time. **BULOVA HOTLINE** FOR ORDERS ONLY 1-800-221-0734

In New York Call 1-212-565-4878



BULOVA WATCH COMPANY, INC.
A Subsidiary of Loews Corporation

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