

*The finest
symbols of
recognition*

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ACCUTRON[®]
microsonic timepieces

A series of thin, parallel horizontal lines in a light brown color, extending from the left edge of the page towards the right, ending at the start of the BULOVA text box.

BULOVA
presentation watches



presentation services

Whether it's a complete program or a specific problem, you can count on Bulova for complete cooperation.

service—



Bulova watches are sold and serviced by 18,000 retail jewelers across the United States. Presentation Award Watches will be serviced by appointed local Bulova jewelers for presentation programs or provision can be made for factory service if adjustment is ever required under warranty.

guarantee—



Every Bulova watch is guaranteed for one full year after presentation against original manufacturer's defect. Bulova quality production insures low incidence of repairs. Adjustments, if ever needed, are handled speedily and promptly by skilled personnel.

engraving—



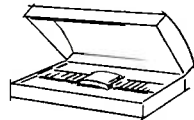
Beautiful and precise hand engraving, masterfully executed in keeping with the precision and beauty of a fine Bulova watch is an important part of the Bulova presentation service.

special dials—



Special dials available upon your request. Bulova will work with you to create dial emblems to your precise specifications. Your company name, trademark or symbol can be beautifully reproduced in color or an applied gold design.

packaging—

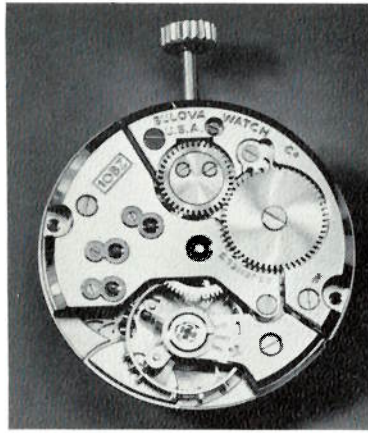


Every ACCUTRON and Bulova watch comes in a handsome presentation case. In addition, permanent cases are available with plaques for your engraved message or your company name and trademark.

availability—



All ACCUTRON and 21, 23 and 30 jewel Bulova Presentation models are made completely in America, assuring you of their continuous availability.



time well spent—

Making a Bulova watch is an unhurried process. The parts in a Bulova watch are subjected to over 800 inspections — must pass 5 different “time tests” — satisfy trained and skilled inspectors whose only assignment is to uphold the standards that have made Bulova famous wherever fine craftsmanship is recognized.

accuracy—

Every Bulova must keep time — not only when it is first purchased — but for years of hard, daily service. Each of up to 175 parts in a Bulova movement are accurate to within 1/10,000 of an inch — and so perfectly made that special precision instruments were designed just to search out and reject parts having microscopic flaws.

design—

Every Bulova is exquisitely handsome — created by outstanding specialists in the jewelry field. Presentation watches are superbly designed to reflect the tradition and quality inherent in every Bulova.

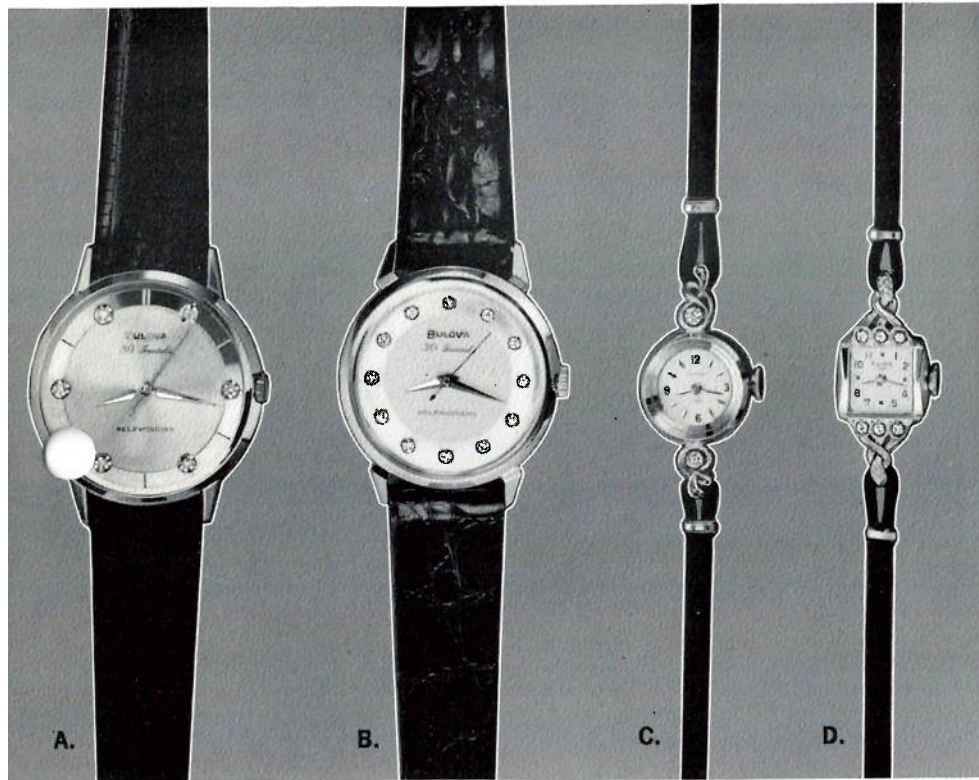
precision—

Bulova precision parts are so perfectly made and so standardized they are interchangeable — a marvel of American ingenuity. Every Bulova will give long and reliable service because rigid quality controls and extremely high production standards go into every Bulova product.

RESEARCH — Bulova research in space age mechanics and electronics is responsible for the development of the safety and arming equipment in most of our nation's missiles to the amazing precision standards of one part in a million. The same Bulova engineering ingenuity and capacity utilizes new skills and techniques to achieve perfection in every stage of watch manufacturing.

Bulova Diamond Presentation Watches

For the most memorable occasions . . . those once-in-a-lifetime events . . . choose diamond watches by Bulova. Shown here are just a few specially selected examples of fine Bulova watches.



- A. White, 14 Karat Gold, 30 Jewels, Waterproof,*Self-winding, 6-Diamond Dial.
- B. White, 14 Karat Gold, 30 Jewels, Waterproof,*Self-winding, 12-Diamond Dial.
- C. White, 14 Karat Gold, 23 Jewels, 2 Diamonds.
- D. White, 14 Karat Gold, 23 Jewels, 6 Diamonds.

GIVE YOUR AWARDS AN INTERNATIONAL FLAIR

Bulova International Models . . . exclusively yours!

DISTRIBUTED IN THE UNITED STATES ONLY THROUGH THE AWARDS PROGRAM



- A. Yellow, 18 Karat, 17 Jewels
- B. Yellow, 18 Karat Case & Band, Self-winding, 23 Jewels
- C. Yellow, 18 Karat Case & Bracelet, 23 Jewels

*Waterproof as long as case, crystal and crown are intact.

more presentation models

Only Bulova offers such a variety in many price ranges and the counsel of award program experts. Approximately 450 models available up to \$2,500.

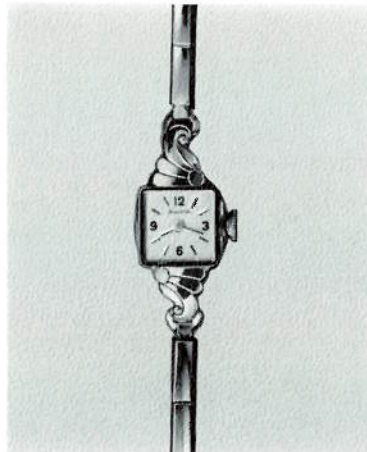
A. 21 Jewels, Waterproof.



B. 21 Jewels.



C. 21 Jewels.



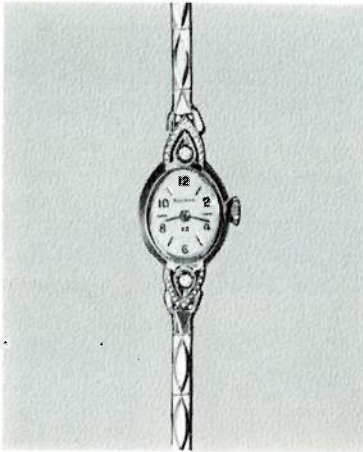
D. 23 Jewels, Waterproof, Self-winding.



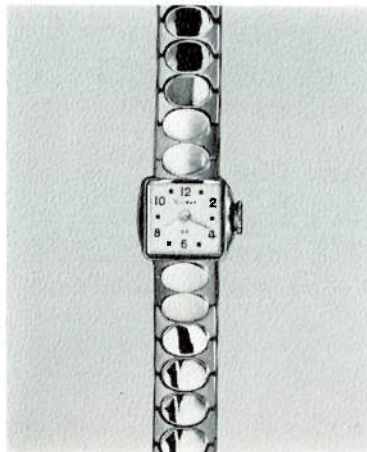
E. 23 Jewels.



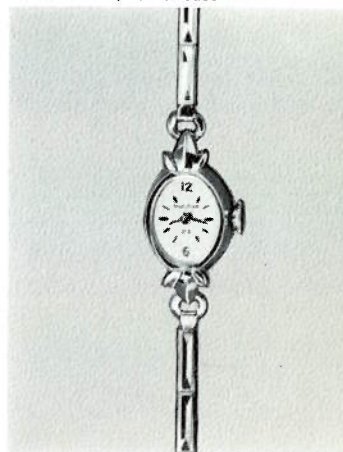
F. 23 Jewels, 2 Diamonds, 14 Kt. Case



G. 23 Jewels.



H. 23 Jewels, 14 Kt. Case



I. 23 Jewels, Waterproof.



J. 30 Jewels, Waterproof, Self-winding.



K. 30 Jewels, Waterproof, Self-winding.



L. 30 Jewels, Waterproof, Self-winding.

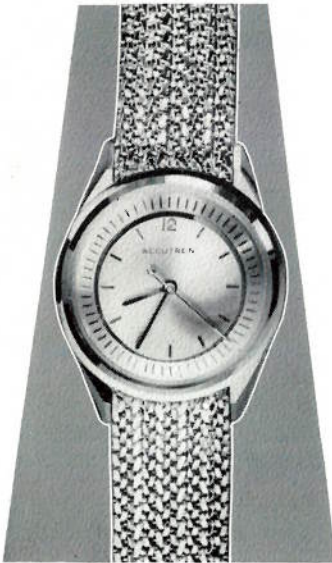


ACCUTRON ...by Bulova

WORLD'S FIRST AND ONLY MICROSONIC PERSONAL TIMEPIECE

A truly unique award you'll give with pride.

ACCUTRON is a privilege reserved for those who appreciate the newest, recognize the finest. For here is an instrument that sets the world's new standard of accuracy.



J. Platinum Case and Bracelet.

C - Stainless Steel, 14 Kt.
Gold Inlay Top, Waterproof.*



D - 14 Kt., Waterproof.*



E - 14 Kt., Waterproof.*



ACCUTRON...
a timepiece that runs on a tuning fork — so constant, so unvarying in its precision that it is actually *guaranteed* to be 99.99777% accurate. The first specific guarantee of accuracy ever offered.

A complete collection to unprecedented timepieces priced from \$175 to \$2500.



F - 14 Kt.



G - 18 Kt., Waterproof.*



H - 14 Kt. Case & Bracelet, Waterproof.*

*Waterproof as long as case, crystal and crown are intact

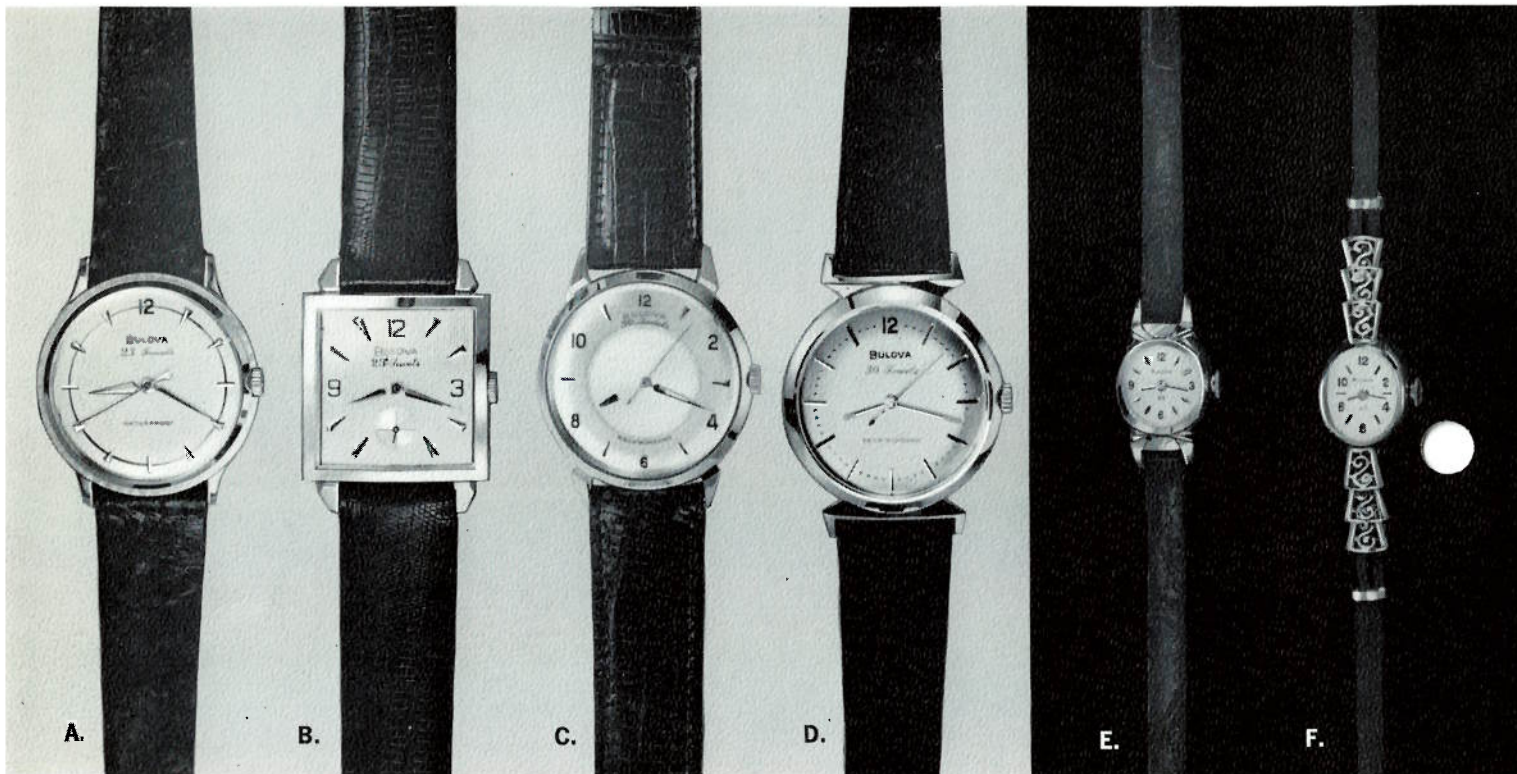
ACCUTRON CLOCK

The most distinctive and distinguished presentation clock ever designed. ACCUTRON movement encased in a brilliant sunburst contemporary clock design.



Bulova Gold Presentation Watches

Bulova will be proud to show you a choice of models to exactly suit your program. Shown here are six representative watches from our gold collection.



- A. Yellow, 14 Karat Gold, 23 Jewels, Waterproof.*
- B. Yellow, 14 Karat Gold, 23 Jewels.
- C. Yellow, 14 Karat Gold, 30 Jewels, Waterproof,*
Self-winding, Floating Hour Disc.
- D. Yellow, 14 Karat Gold, 30 Jewels, Waterproof,* Self-winding.
- E. Yellow, 14 Karat Gold, 23 Jewels.
- F. Yellow, 14 Karat Gold, 23 Jewels.

*Waterproof as long as case, crystal and crown are intact.

Accutron Microsonic Timepiece

Truly, the most distinguished award you can give to honor years of service. ACCUTRON is an entirely new and unique symbol of recognition — unique because it is the first and only wrist timepiece ever guaranteed accurate.

Bulova Presentation Watches

Giving a Bulova Presentation Watch is a lasting testimonial to the esteem in which you hold the recipient and a reflection of your own good taste.

Bulova Presentation Services

Bulova maintains a complete presentation department to coordinate the details of your award program, assuring satisfaction.

BULOVA — AMERICA'S LARGEST MANUFACTURER OF FINE WATCHES



**BULOVA WATCH COMPANY
BULOVA PARK
LONG ISLAND, NEW YORK**

Home of American high-precision watches — more than 400,000 square feet — containing the most modern, most scientific, precision facilities in the world. In this building, complete watch movements are produced to the most exacting standards. ACCUTRON and complete Bulova 21, 23 and 30 jewel movements are made by Bulova at Bulova Park.



A - 14 Kt., Waterproof*

B - 14 Kt., Waterproof*

ACCUTRON[†]

WORLD'S NEW STANDARD OF ACCURACY

The only basic advance in personal timekeeping in 300 years

Runs on a tuning fork. No tick . . . just a faint hum.
First timepiece ever guaranteed accurate on your wrist.*

There's a new way to keep time! It's ACCUTRON . . . a timepiece that runs on a tuning fork vibrating 360 times per second . . . minute after minute . . . hour after hour.

These vibrations are harnessed to a simple but ingenious mechanism. There is no need for hairspring or balance wheel, the parts that cause inaccuracy even in watches costing \$1000 or more. And ACCUTRON will rarely, if ever, need repair.

ACCUTRON is unlike any watch, stem-winding, self-winding, or electric. It's the only timepiece that can be guaranteed accurate on your wrist. In normal use, it doesn't even need periodic cleaning. And of course, you never wind it; once a year you just replace a tiny power cell (cost, \$1.50).

**ACCUTRON is guaranteed by Bulova not to gain or lose more than one minute a month in actual daily use on your wrist. For one full year Bulova will adjust your ACCUTRON timepiece, if necessary, without charge.*

ACCUTRON_{by} BULOVA

†Bulova Trademark. ©1961 Bulova Watch Co., Inc., New York, Toronto, Bienne, Milan

Since 1875 — The BULOVA NAME has symbolized a precision, a skill, an integrity beyond compare. To own a Bulova Presentation Watch is to experience one of life's richest rewards!

When you award a Bulova, you reflect your own good taste for having chosen it. The proud owner will possess a new standard of timekeeping accuracy — guaranteed by the world leader in fine watches.

More Americans prefer Bulova than any other fine watch.

BULOVA— AMERICA'S LARGEST MANUFACTURER OF FINE WATCHES
