

**No balance wheel,
no mainspring,
no batteries,
no tick, no tock.**

**Accutron made
them obsolete.
Again.**

In 1960 time changed as the world knew it.
We know because we're the ones who changed it.
It didn't just tell the time. It was the story of its
time. Accutron time is back.

Best of all?

You'll never have to change a battery. There is
none to change.

It is so precise you will see a monthly accuracy
within 5 seconds.

And the seconds hand sweeps smoothly, so you
know exactly what time it is.

The electrostatic motor principle was discovered
in the 18th Century (hi Ben Franklin). But no one
could make it work in a timepiece small enough
to wear.

This is what Accutron has done.
60 years after Accutron time changed the
world with the tuning fork movement, we're
doing it again.

One thing more.

Dust, congealed oil, and just plain wear will get
to the precision of a regular watch sooner or later.

These things do not affect Accutron time at
all. Go a decade or more without ever thinking
about service.

Accutron will be as accurate years from now as
it is today.

We're sorry about the tick tock.

⌚ ACCUTRON

**It's not a timepiece,
it's a conversation piece.**

