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**A BAD WATCH CAN KILL A GOOD DAY.**

If your watch didn't lie, you'd be on the 8:02. By 9:00 you'd be in the client's office. By 10:00 he'd sign the contract. And by 12:15 your boss would give you a nice, fat raise.

But unfortunately, you don't have an Accutron® watch, guaranteed to tell the truth to within a minute a month.\* So unfortunately, you're not on the 8:02.

**BULOVA ACCUTRON®**  
The faithful tuning fork<sup>1</sup> watch.

Left to right: #25527. 14K solid gold. \$275.  
#24807. 10K gold-filled. \$175. Other styles at fine jewelry and department stores. From \$100.  
\*Timekeeping will be adjusted to this tolerance, if necessary, if returned to Accutron dealer from whom purchased within one year from date of purchase.  
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Bulova Accutron advertisement (1973), originally printed in magazines in the United States.

<sup>1</sup> tuning fork: two-pronged metal device used by musicians to gauge pitch