



Introducing the Ultimatic<sup>SM</sup> for men.  
And the Ultimatic for women.  
Finally, fine quartz timepieces that  
are as fashionable as they are accurate.  
And as beautifully priced as they  
are beautiful. Only \$199.



**American Express Company**  
**Card Division**  
P.O.Box 757  
Great Neck, N.Y. 11025



Dear Cardmember:

It is our privilege to bring you, exclusively as an American Express Cardmember, the Ultimatic, a quartz computer timepiece that is as fashionable as it is accurate.

Considerably smaller and sleeker than previous quartz timepieces, the Ultimatic is available in both a man's and woman's model. (This is one of the few quartz timepieces for women with an LED digital display).

As you can see in the brochure, the Ultimatic is a magnificent piece of jewelry with a unique octagonal design. It is, in fact, a showpiece as well as a timepiece. Notice the gleaming electroplate 18 karat gold case with matching 10K gold filled band and the rich ruby red crystal.

Add to this the fact that your Ultimatic is incredibly accurate—over 99.99% accurate!—and you can see why we consider this timepiece, at \$199, to be one of the most intelligent values we have ever been able to offer our cardmembers. For quartz timepieces of comparable accuracy and beauty sell for as much as \$2,500.

Masterminded by a miniature solid state microcomputer "brain" that contains 1,000 transistors and a quartz crystal that beats at the astronomical rate of 32,768 times a second, your Ultimatic won't lose or gain even 60 seconds in a year of typical use.

At the mere press of a button, the light emitting diode display will show you the exact hour and minute. The exact seconds and date are presented in the same manner.

As an American Express Cardmember, we are pleased to extend to you an exclusive invitation to personally examine the Ultimatic with no obligation. This invitation will not be extended to the general public.

Just fill out and send us your Free Trial Reservation Form and we will have your Ultimatic sent to you for a 15 day appraisal.

If within 15 days you decide not to keep it, simply return it. Decide to keep your Ultimatic and you can charge it to your American Express Card account and, if you wish, have your payments deferred. (Please see the Free Trial Reservation Card for all details.)

But please do not delay. Since this timepiece in both the man's and woman's model also makes such a perfect gift, we expect a considerable demand.

Sincerely,

A handwritten signature in black ink that reads "James A. Lancaster". The signature is written in a cursive, flowing style.

James A. Lancaster  
Vice President, Card Division  
American Express Company

**P.S. Now you can order by phone toll free 24-hours a day, 7 days a week. Call 800-228-9898.**  
In your area you may have to dial 1-800-228-9898. In Nebraska, call 571-8100 collect.  
These numbers to be used for merchandise ordering only.

**The Ultimatic for men and women. Perhaps the most beautiful timepiece ever to be over 99.99% accurate.**

You will fully appreciate your Ultimatic even before its quartz crystal time system tells you the exact time. For your Ultimatic is a beautiful, jewelry-like creation, with a unique octagonal design.

This watch is not just a timepiece. It is also a showpiece. As one of the first quartz watches to be available in both a man's model and a woman's, the Ultimatic is considerably smaller and sleeker than previous quartz timepieces.

Notice the gleaming electroplate 18 karat gold case and the matching 10 karat gold filled band. Observe the striking ruby red crystal. Then, while you are admiring the Ultimatic for its luxurious design, stop and remember that it is also as accurate as timepieces costing as much as \$2,500.

Is it any wonder that we consider the Ultimatic, at \$199, to be one of the most intelligent values we have ever been able to present to our cardmembers.

**The hours and minutes, the seconds and date, yours at the press of a button.**

The Ultimatic is a product of Space-Age technology. As shown in the demonstration photographs, at the press of a button your quartz timepiece displays the hour and minutes. At the press of another button, you are shown the seconds and date. It is also important to note

that the Ultimatic's light emitting diode display is designed for maximum visibility and clarity.

**Your Ultimatic won't lose or gain even 60 seconds in a year of typical use.**

The Ultimatic is masterminded by a miniature solid state microcomputer "brain" that contains 1,000 transistors and a quartz crystal that beats at the astronomical rate of 32,768 times a second.

This incredible technological advance in timepieces is why the Ultimatic is so phenomenally accurate—over 99.99% accurate. It won't lose or gain even a second a day!

If you want complete assurance that the time on your wrist is the accurate time, this is the watch for you.

**A timepiece of high quality.**

Your Ultimatic is truly an excellent value. For it is a timepiece that has been created with the utmost attention to quality workmanship and materials.

For instance, the case is manufactured in Switzerland by a leading Swiss casemaker to our detailed specifications.

The watch is water resistant and the crystal is scratch resistant.

The electroplate gold finish is smoothed to perfection.

And, perhaps most important, the miniature solid state microcom-



Press this button and the hour and minutes appear.



Shown actual size. As you can see, the Ultimatic is considerably slimmer than most quartz watches.



Press this one and the date and seconds appear.

puter is made by one of the leading manufacturers of this Space-Age technological breakthrough.

### **No moving parts to breakdown.**

The Ultimatic is virtually maintenance free. Unlike ordinary watches, it has no gears, hands, springs or other conventional watch parts that require servicing.

In addition, all the Ultimatic's power comes from two long-lasting, inexpensive 1.5 volt batteries that are easily replaced about once a year.

As further evidence of the amazing durability of this quartz watch, the light emitting diodes that form the numerals will, under normal circumstances, still be working in a thousand years and the control buttons will perform at least a million times.

### **The American Express one year guarantee.**

The Ultimatic is such an exceptional product that we gladly stand behind it with this unusually strong guarantee.

Should your Ultimatic malfunction within one year of purchase, we will have it repaired or replaced free of charge. (Guarantee does not cover power cell nor apply if module or crystal has been damaged or abused by accident.)

### **A beautiful gift. For him or her.**

The Ultimatic is the kind of gift one dreams of receiving. As

a phenomenally accurate time-keeper it is extremely functional. And, as an unusually striking work of design, it is sure to make a deep and lasting impression.

The Ultimatic, available in both a man's model and a woman's, is the ideal anniversary, birthday, graduation, Mother's or Father's Day present.

### **We would like you to wear the Ultimatic for 15 days---with no obligation to purchase.**

We are pleased to extend to you, as an American Express Cardmember, this invitation to personally appraise the Ultimatic. This invitation will not be extended to the general public.

Wear the Ultimatic at home, to the office, on a special evening out. You will find that its elegant and fashionable appearance is truly even more beautiful than our photographs show it as being. You will find its accuracy to be unerring.

To receive your Ultimatic, simply fill out and send us your Free Trial Reservation Card as soon as possible.

If within fifteen days you decide you do not wish to own the Ultimatic, just send it back to us and you will owe us nothing.

Should you decide to keep it, you can charge it to your American Express Card account and, if you wish, have your payments deferred.

But please do not delay. Since this is a quartz timepiece that combines fashion with accuracy, we expect a considerable demand.



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