







Open your window display onto



You are going to see all your old clients again – those who are so delighted with their Navitimer... Chronomat... Top Time, etc... that right away they will want to have one in its Chronomatic version: i.e. self-winding.

And you are going to see a new clientele come flocking in, further enhancing your status and prestige, for you now offer a brand new product that did not exist before, but for which you were often asked.



the 21st century!

It is no longer a question of choosing between a self-winding watch or a chronograph – the Breitling Chronomatic contains them both!

Chronomatic



G. Léon Breitling S.A.
Rue Adrien Lachenal 26, Genève, Suisse



chrono-matic
the first self-winding
chronograph in the world!

HAMILTON
played a prominent part
in this sensational
invention.



HAMILTON
is always there,
whenever revolutionary
new ideas are introduced
into watch construction.

«chrono-matic», an outstanding technical achievement due to the cooperation of three famous Swiss watch factories.

HAMILTON's justly famed ultra-slim self-winding movement with sunken planetary rotor, together with the great experience of the chronograph specialists «Heuer-Leonidas» and «Breitling»... the combined know-how of these three leading manufacturers alone made possible the self-winding chronograph.



SWISS
HAMILTON



Stupendous
the technical conception
of the «chrono-matic»

Stupendous too
the remarkable form
that HAMILTON created for it!

HAMILTON INTERNATIONAL SA, Bienne/Switzerland



HAMILTON

SWISS

Men of action don't wear watches

Until now, men of action like pilots, racing drivers, rallyists, yachtsmen had to wear a watch if they wanted an automatic.

Because they are men of action, however, they need chronographs.

The problem no longer exists. On March 3, 1969, Heuer-Leonidas SA introduced three solutions to the man-of-action's dilemma.



they wear chronomatics!

The Heuer Chronomatic Carrera is an automatic chronograph. It's the ideal time-piece for the man of action.

The Chronomatic Carrera has a fifth-of-a second stopwatch with both 30-minute and 12-hour registers. It also has a 31-day calendar.

The Chronomatic Carrera is rugged. Inside the stainless steel case is a 17-jewel movement, equipped with Incabloc shock absorbers. Of course, it is anti-magnetic. And water protected. Service is guaranteed in more than 80 countries.

It's available with either a soft Corfam strap or the stainless steel band shown.

The Heuer Chronomatic Monaco is designed to be worn for any occasion. It's the automatic chronograph that's equally at home behind the wheel of a racing car as it is behind a glass of champagne at a state function.

Like the Carrera, the Chronomatic Monaco has a fifth-of-a-second stopwatch with both 30-minute and 12-hour registers. It also has a 31-day calendar.

The Chronomatic Monaco is rugged. Inside the stainless steel case is a 17-jewel movement, equipped with Incabloc shock absorbers. Of course, it is anti-magnetic. And water protected. Service is guaranteed in more than 80 countries.

It's available with either a soft Corfam strap or the stainless steel band shown.

The Heuer Chronomatic Autavia is an automatic chronograph for the men of action that need a super chronograph. Pilots and divers, for example.

They need the automatic feature of the Chronomatic Autavia.

They also need the turning bezel of the Chronomatic Autavia. It allows a pilot to set his estimated time of arrival or a diver his air supply time.

Like the Carrera, the Chronomatic Autavia has a fifth-of-a-second stopwatch with both 30-minute and 12-hour registers. It also has a 31-day calendar.

The Chronomatic Autavia is rugged. Inside the stainless steel case is a 17-jewel movement, equipped with Incabloc shock absorbers. Of course, it is anti-magnetic. And water protected. Service is guaranteed in more than 80 countries.

It's available with either a soft Corfam strap or the stainless steel band shown.



Heuer - Leonidas S.A.
2501 Biel-Bienne (Switzerland)