

WATCH CATALOG

NORMAN M. MORRIS CORPORATION 655 Madison Avenue, New York 21, N. Y.

# Under One Proof

THERE are literally hundreds of Swiss watches, of different makes, in the market today. How then, you might ask, has the reputation of one watch — Omega — risen so much higher above the others.

There are several good reasons, but the most important probably lies in the Omega method of manufacture. Most watches made today are assembled from mass-produced parts, bought from other manufacturers, designed to fit nearly every type of watch. Very few are actually produced and assembled under one roof. Even those few watchmakers, however, who do control the complete manufacture of their product, haven't available to them, the magnificent plant and advanced technological facilities of the completely self-contained Omega factories in Bienne and Geneva.

Here you will find the strictest supervision over every operation...constant testing...great precision in the tooling of the most minute part. Omega gauges tolerances perfectly to infinitesimal fractions ... engineers each tiny spring, staff and balance wheel for the particular watch it is designed to fit. Parts are made, not to fit all watches, but *individually* for each size movement.

Many of the incredibly precise pieces of machinery which produce the delicate Omega parts were perfected by Omega technicians and are used exclusively by Omega. Some of these inventions, in fact, are so valuable they must be kept in the strictest secrecy!

These are just a few of the reasons for the enviable reputation Omega enjoys as the timepiece of supreme accuracy. No detail has been overlooked to make it the finest watch man has produced.



# The Race for Precision

As early as the 16th Century, the exquisite artistry and consummate skill of Swiss watches were acclaimed throughout Europe as without peer. Superb examples of Swiss watches graced European museums — admired by connoisseurs with the art masterpieces of the period.

But the watchmakers of Switzerland were concerned with more than the appearance of the finished watch. In 1790, they started the "race for precision" by establishing awards for the watchmaker who could produce the most accurate "commercial timepiece."

This was the beginning of observatory competition—and to this day, observatory competition remains the only scientific measurement of watch accuracy. Three international observatories, Kew Teddington in England, and Geneva and Neuchatel in Switzerland, conduct these traditional accuracy competitions. All three are famed for the thoroughness of their testing standards—and at all three—Omega has consistently won the most coveted awards for accuracy!

The following list represents some of the more recent Omega awards:



- 1933 KEW TEDDINGTON Omega watch beats all previous records.
- 1933 GENEVA New Record (still unbeaten) in small pocketwatch class.
- 1936 KEW TEODINGTON Omega beats its 1933 record and establishes a mark unsurpassed to this day.
- 1938 KEW TEDDINGTON For the fifth time in six (6) years Omega wins first place in all classes.
- 1944 GENEVA First place in small pocket-watch class (single items).
- 1945 KEW TEDDINGTON Omega 30mm. proved to keep more accurate time than any other watch of this size hitherto tested.
- 1946 GENEVA First place in wrist-watch class (single items).
- 1947 GENEVA Omega sets first record ever recognized in 30mm. wrist-watch class (single items) and record for same class (serial production).
- 1948 NEUCHATEL In extraordinary contest, Omega wins 1st place in 30mm. wrist-watch class.
- 1949 NEUCHATEL Seven out of first ten Chronometers are Omegas. Omega wins all three prizes in wrist Chronometer class.
- 1950 GENEVA—Omega 30mm. establishes new precision record for single item and serial production.
- 1951 GENEVA An Omega 30mm, chronometer establishes the best results ever recorded by the Geneva Observatory for any wrist-watch, with a score of 870.3 out of a possible 1000, bettering the previous record set by Omega in 1950.



## **OMEGA**

... Official Timekeeper of the Olympic Games

The Olympic Games have long been known as the meeting ground of national champions, assembled in friendly competition to determine the world champions.

In a sense, the Olympics also serve to establish worldwide watch supremacy as well. Every four years, before the actual games are held, a committee representing all the competing nations decides which timepiece would most accurately time the different events.

In 1932 at Los Angeles ... in 1936 at Berlin ... in 1948 at London ... in 1952 at Helsinki ... by unanimous choice of the competing nations, Omega was selected to time the Olympics.

This impressive tribute to Omega accuracy is further attested by other international sport competitions which depend upon Omega timing facilities to clock their games:

The Grands Prix of Albi (France), Assen (Holland), Helsinki (Finland) and Monza (Italy).

The Cycling Races of round-Austria, round-Holland, round-Mexico and round-Switzerland.

The Equestrian Games in Helsinki, Finland.

The Modern Pentathlon World Championships in Stockholm, Sweden.

The International Regatta in Zurich, Switzerland.

The World Rink-Hockey Championships in Barcelona, Spain.

The Skiing Contests at Holmenkollen near Oslo, Norway.

The Asiatic Games in New Delhi, India.

The Mediterranean Games in Alexandria, Egypt.

Omega World-Wide Service



ROM CAPETOWN TO CAIRO...from Brussels to Buenos Aires...in all the four corners of the earth...the watch that offers the most extensive world service is Omega.

For Omega is truly an international timepiece — the most widely distributed watch in the world. Its popularity knows no national boundaries . . . its great accuracy is acclaimed in many tongues.

Every Omega movement is serially numbered, and the records are maintained — all to facilitate perfect service wherever you may be. There is no more universally honored contract than an Omega Guarantee. In 86 different countries, authorized Omega agents are ready and qualified to give a customer's Omega the care it deserves . . . and to service it with genuine Omega parts.

This is of inestimable value to the world traveler. For wherever he is, he can rest assured his Omega will be serviced with equal facility — and in the shortest possible time.

Page	Model	Price in	New Price
No.	No.	Catalog	Including Fed. Tax
52	X-5227		Discontinued
53	V-5512	110.00	Discontinued
53	T-5528		105.00
53	T-5531		Discontinued
54 54 54	V-5540 T-5541 T-5542	110.00	Discontinued Discontinued 105.00
55 55 55	T-5532 T-5534 T-5535	110.00 120.00	105.00 Discontinued
56 56 56	V-5550 T-5548 V-5552	100.00	Discontinued Discontinued 95.00
57	T-5536	155.00	145.00
57	T-5538	120.00	110,00
57	T-5539	110.00	105.00
58	T-5557	120.00	110.00
58	T-5556	135.00	120.00
58	T-5554	155.00	145.00
59	V-5206	67.50	71.50
59	V-5208	62.50	67.50
59	V-5223	67.50	71.50
60	V-5230	71,50	75.00
60	V-5231	71,50	75.00
60	V-5232	71,50	75.00
61	X-5225	71.50	82.50
61	V-5228	71.50	75.00
61	V-5229	71.50	75.00
62	V-5234	71.50	75.00
62	V-5235	71.50	75.00
63	V-5236	71.50	75.00
63	V-5233	71.50	75.00



The Watch the World has learned to Trust

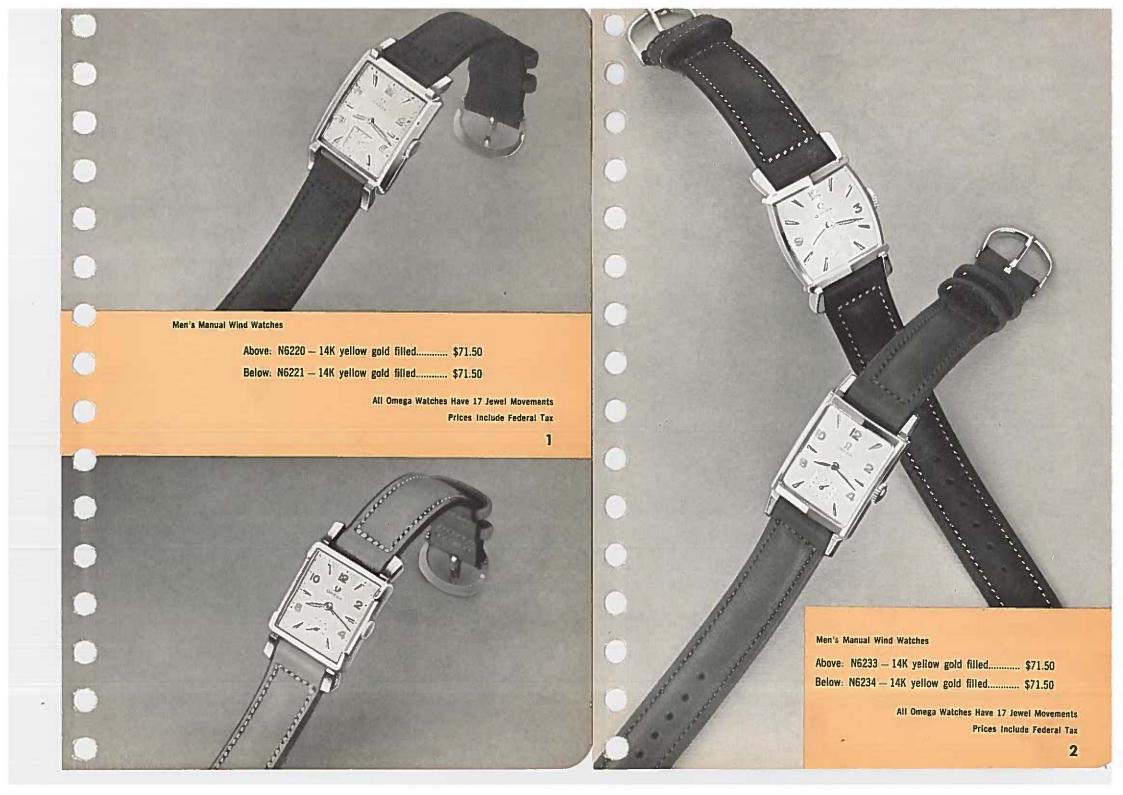
## REVISIONS in OMEGA CATALOG

Please note the list of price changes and discontinued models in this folder. We suggest posting these changes in pen and ink on each page of your Omega catalog. The new catalog pages accompanying this folder should be inserted according to page number. Keep this folder in front of your Omega catalog for future reference.



NORMAN M. MORRIS CORPORATION
655 Madison Avenue • New York 21, New York

Page No.	Model No.	Price in Catalog	New Price Including Fed. Tax			Page No.	Model No.	Price in Catalog		New Price Iding Fed. Tax
1	N-6220 N-6221	\$ 71.50	Discontinued \$ 79.50	0	0	25 25	7006 R-7100	71,50	Discontinued	75.00
2 2	N-6233 N-6234	71.50 71.50	79.50 79.50	0	0	25 26	R-7101 R-7200 (R-7200-RF)	165.00	Discontinued	145.00
3	N-6236 N-6235	71.50	Discontinued 79.50			26 26	7305 7303	265.00 200.00		245.00 190.00
3	B-6237 (BX-6237)	71.50	82.50			27 28	R-7204 T-7523	225.00	Discontinued	210.00
4	N-6242 P-6240 (PX-6240)	90.00	Discontinued 87.50			28 28	T-7524 T-7525	325.00 135.00	Discommoco	350,00 125.00
5 5	B-6520 (BX-6520) P-6521	125.00	Discontinued 130.00	0	0	29 29	T-7526 T-7527	155.00	Discontinued	145.00
6	N-6527 N-6528	125.00	Discontinued Discontinued			29 30	T-7528 T-7529	175.00 190.00	~	165.00 175.00
6 7	N-6529 N-6530	135.00	130.00 140.00	0	$\bigcirc$	30 30	T-7530 T-7531	200.00 225.00		185.00 210.00
7 7	N-6532 N-6533 N-6526	165.00 165.00 155.00	150.00 150.00 145.00	0		31 31	T-7532 T-7485	240.00 265.00		220.00 245.00
8	N-6534	175.00	160.00			31 32	T-7486 T-7487	210.00 235.00		200.00 215.00
9	P-6538 B-6535	150.00	140.00 Discontinued	0	0	32 33	T-7488 T-7501	210.00 265.00		200.00 245.00
10	N-6539 B-6540	175.00	Discontinued			33 34	T-7500 T-7492	300.00	Discontinued	275.00
10 11	N-6541 9047		165.00 Discontinued		0	34 34	T-7510 (Center) T-7533 (Right)	300.00 300.00		325.00 325.00
11	9053	300.00	275.00 Discontinued			35	T-7520		Discontinued	
12 12 12	F-6238 G-6239 G-6213	90.00 90.00	97.50 97.50	0		36 44	T-7511 T-8551	325.00 210.00	Discosioned	350.00 200.00
12	F-6212 G-6537	200.00 185.00	185.00 175.00			44 44 45	T-8562 T-8553 T-8552	210.00 210.00	Discontinued	200.00
13 14	Management of the Control of the Con	e. Both model	ls are discontinued.			45 45	T-8556 8050/1	210.00 300.00		200.00 275.00
15 16	F-6231	95.00	ith page 15-A enclosed. 100.00			46 46	T-8561 T-8550	325.00	Discontinued	300.00
16 17	G-6232 9043	105.00	110.00 Discontinued			46 47	T-8563 T-8559	210.00 265.00		200.00 245.00
18 18	6022 6023	145.00 185.00	140.00 170.00			47 48	T-8548 T-8543	300.00	Discontinued	285,00
19 19	6009 6021	125.00 165.00	115.00 155.00		Ó	48 49	T-8569 T-8560	250.00	Discontinued	230.00
19 19 19	9039 6004 9048	265.00 325.00	245.00 Discontinued 300.00			49 51	T-8549 T-5555	325.00	Discontinued	300,00
21	Remove this pag					51 51	T-5553 T-5549	165.00	Discontinued	150.00
24	9012	300.00	325.00			52	V-5238		Discontinued	





## Men's Manual Wind Watches

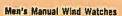
Left: N6236-14K yellow gold filled.... \$71.50

Center: N6235-14K yellow gold filled.... \$71.50

Right: B6237—14K yellow gold filled.... \$71.50

All Omega Watches Have 17 Jewel Movements

Prices Include Federal Tax

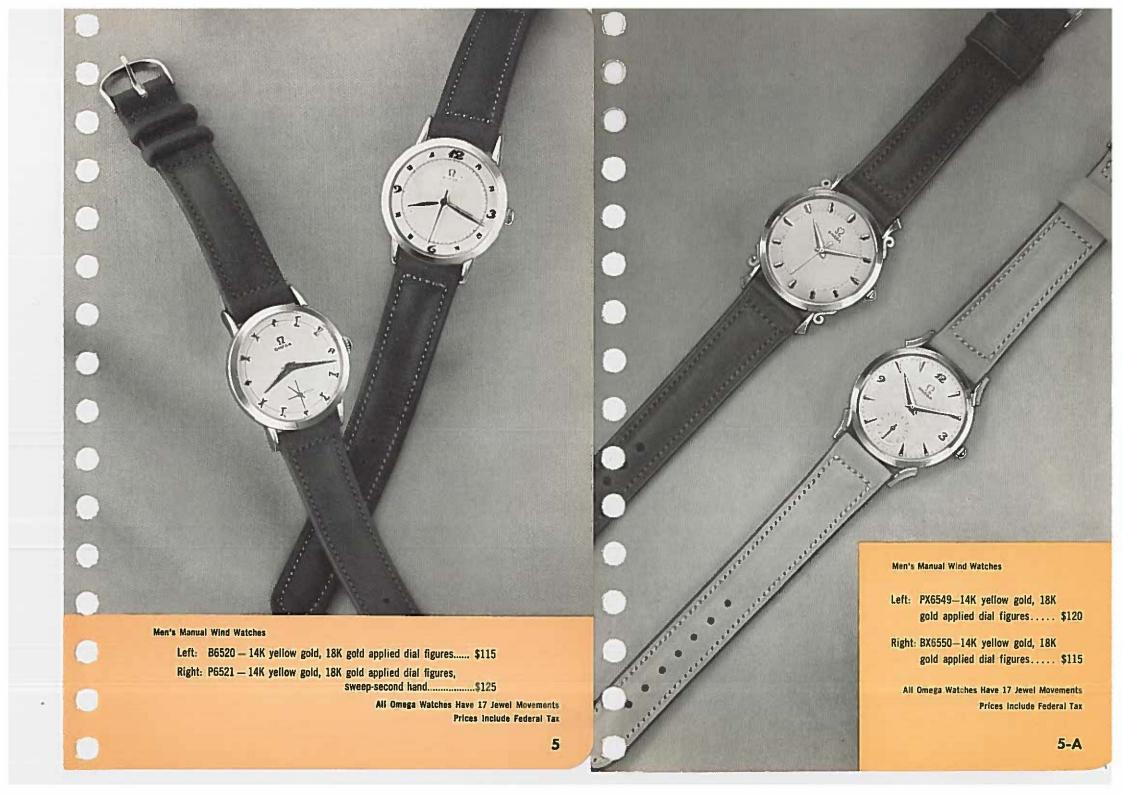


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Right: P6240 - 14K yellow gold filled, sweep-second hand.. \$90.00

All Omega Watches Have 17 Jewel Movements

Prices Include Federal Tax



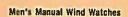


## Men's Manual Wind Watches

Left: N6527 — 14K yellow gold, 18K gold applied dial figures...... \$150
Center: N6528 — 14K yellow gold, 18K gold applied dial figures...... \$155
Right: N6529 — 14K yellow gold, 18K gold applied dial figures...... \$135

All Omega Watches Have 17 Jewel Movements

Prices Include Federal Tax





## Men's Manual Wind Watches

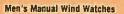
All Omega Watches Have 17 Jewel Movements

Prices Include Federal Tax



Men's Manual Wind Watches





Right: B6535 — 14K yellow gold, 18K gold applied dial figures.... \$135.00

All Omega Watches Have 17 Jewel Movements

Prices Include Federal Tax



Men's Manual Wind Watches

Left:	N6539-14K yellow gold, 18K gold	
	applied dial figures	\$175
Center:	B6540-14K yellow gold, 18K gold	
	applied dial figures	\$150
Right:	N6541-14K yellow gold, 18K gold	
Contract Con	applied dial figures	\$180



#### Ultra-Thin Men's Manual Wind Watches

Left: 9047 - 14K yellow gold, 18K gold applied dial figures ............. \$275

Right: 9053 - 14K yellow gold, 18K gold applied dial figures,

sweep-second hand ......\$300

All Omega Watches Have 17 Jewel Movements

Prices Include Federal Tax

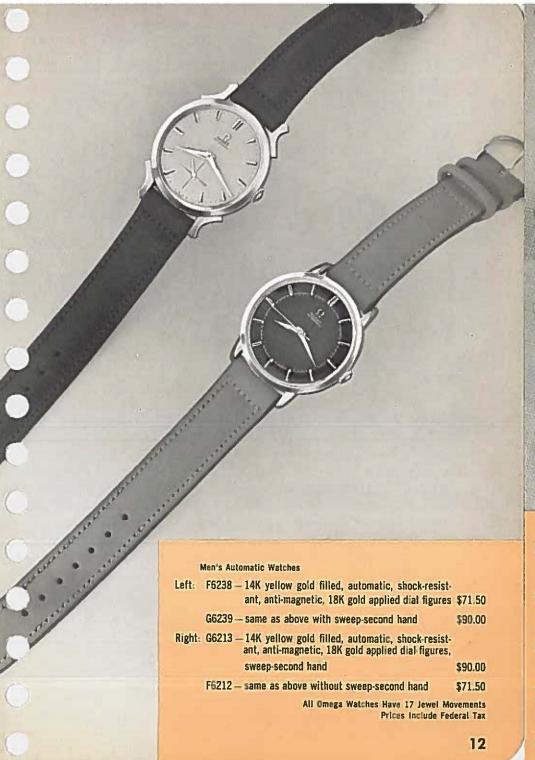
## AUTOMATIC WATCHES FOR MEN

14K yellow gold 14K yellow gold filled

When you put on an Omega Automatic, you wear a timepiece considered by fine jewelers to be the ultimate in timekeeping. Almost wafer thin, yet superbly accurate, it builds up a 36-hour power reserve after a normal day's wear—and continues to operate at peak efficiency every moment it is worn. Busy executives, professional people, statesmen—all those who are governed by time—simply put it on their wrist and forget about it! The tireless action of the "swinging weight" winds up the spring and this constant tension guarantees reliable, uniform performance—while a special Omega process guards the mainspring against overwinding and breakage. Shock-resistant and anti-magnetic, too!

Omega-winner of the most coveted awards for accuracy at the world's leading international observatories.







## Men's Automatic Watches

Left:	G6537 — 14K yellow gold, automatic, shock-resistant, anti-magnetic, 18K gold applied dial figures, sweep-second hand	
	F6536 — same as above without sweep-second hand	\$185
Right:	F6516 — 14K yellow gold, automatic, shock-resistant, anti-magnetic, 18K gold applied dial figures	
	G6518 — same as above with sweep-second hand	\$185

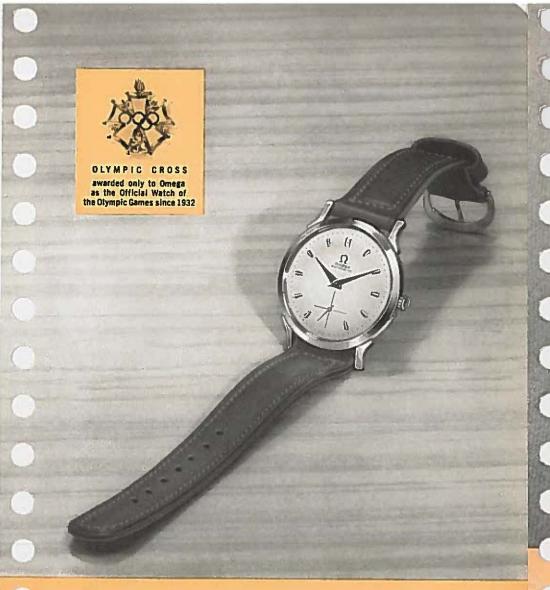
## OMEGA WATCHES FOR MEN

14K yellow gold 14K yellow gold filled Stainless Steel

No watch in the world is more widely prized or more proudly worn by men in all walks of life than Omega. It is a time-piece of unrivalled beauty and precision ... winner of the most coveted awards for accuracy at the leading international observatories at Kew Teddington, England, Geneva and Neuchatel, Switzerland.



WORLD RENOWNED
SYMBOL OF ACCURACY



Men's Automatic Watch

Handsome 14K yellow gold-filled, self-winding model. Brilliant hand-lapped case.

18K gold applied dial figures. Shock-resistant, non-magnetic.

F6251 ..... \$87.50

All Omega Watches Have 17 Jewel Movements
Prices Include Federal Tax

Men's Automatic Watches Left: 9056 - 14K yellow gold, automatic, shock-resistant, anti-magnetic, 18K gold applied dial figures.......\$300.00 Right: 9054 - 14K yellow gold, automatic, shock-resistant, anti-magnetic, 18K gold applied dial figures.......\$300.00

All Omega Watches Have 17 Jewel Movements

Prices Include Federal Tax

## MEN'S AUTOMATIC, WATER-RESISTANT WATCHES

14K yellow gold 14K yellow gold filled Stainless Steel

These magnificent watches of precision accuracy are perfect companions to the world traveler, the man who lives or works in areas where dust, moisture, or rapid temperature changes are prevalent. Superbly designed and perfected after exhaustive tests by over 26,000 R.A.F. pilots to withstand the highest altitudes...the hot, moist tropics...dust-laden desert storms...freezing arctic wastes. There is no finer automatic, water-resistant timepiece. Three separate and exclusive Omega patents—the Reinforced Crystal, the Screw Back, and the "Hermetic Crown" - are responsible for these super water-resistant qualities. Both movement and case expand and contract to the same degree when the temperature changes, thus preventing air and water from entering and impairing the efficiency of these finely tooled watches. These Omega precision timepieces contain the world-famous Omega automatic movement which builds up a 36-hour power reserve after a normal day's wear.

Note: These watches will remain water-resistant so long as the crystal is not broken, the "Hermetic Crown" is not damaged or the case opened. Should repairs become necessary, they should be made only by an authorized Omega dealer to insure retention of the water-resistant properties of the watch.





## WORLD-RENOWNED SEAMASTER SERIES

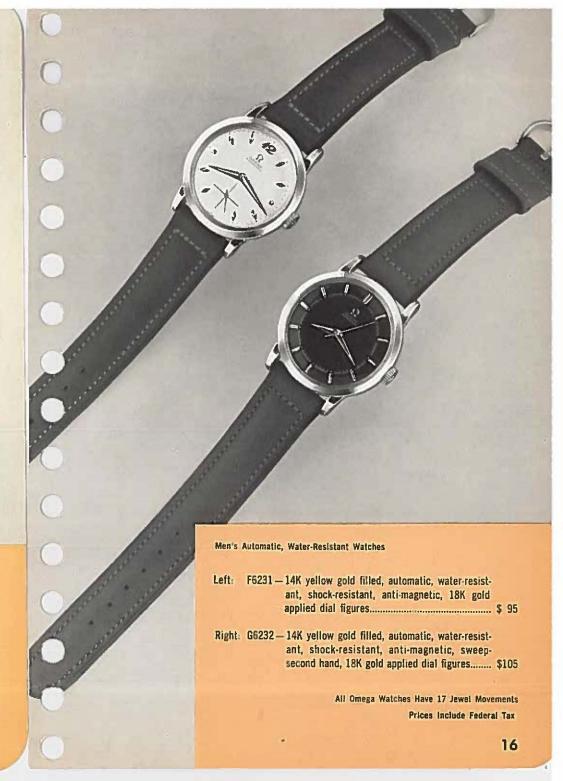
Automatic, waterproof\*, shock-resistant and non-magnetic...the world-renowned Seamaster series is available in a wide selection of styles. Choice of silver-white or black dials, with or without luminous dot-markers. Chronometer models are illustrated on page 23.

6015—Stainless steel case 6027—Stainless steel case, with		6017—14K yellow gold top, stainless steel back, sweep-second hand \$150
sweep-second hand F6249—14K yellow gold-filled	\$105 \$110	G6546—All 14K yellow gold case, sweep-second hand \$225
G6250—14K yellow gold-filled, sweep- second hand	\$120	6001—Intermediate-size, in stainless steel, sweep-second hand \$100

All Omega Seamasters have 17 Jewel Movements and 18K gold applied figure dials
Prices include Federal Tax

\*Waterproof provided crystal, crown and back remain intact and, if opened, expertly resealed.

15-A





### Men's Automatic, Water-Resistant Watches

Left:	G6525 — 14K yellow gold, automatic, water-resistant, shock- resistant, anti-magnetic, 18K gold applied dial figures, sweep-second hand	
	F6524 — same as above without sweep-second hand	\$200
Right:	9043 — 14K yellow gold, automatic, water-resistant, shock- resistant, anti-magnetic, 18K gold applied dial figures, sweep-second hand. Ultra-distinguished case	\$300

All Omega Watches Have 17 Jewel Movements

Prices Include Federal Tax

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## Presenting a selection of brilliantly designed

## **CHRONOGRAPHS**

Engineers, laboratory technicians, TV and Radio personnel find these superbly accurate timepieces indispensable to their work. Sweep second hand stops time to the second. Also 30-minute register and 12-hour register.

## CALENDAR WATCHES

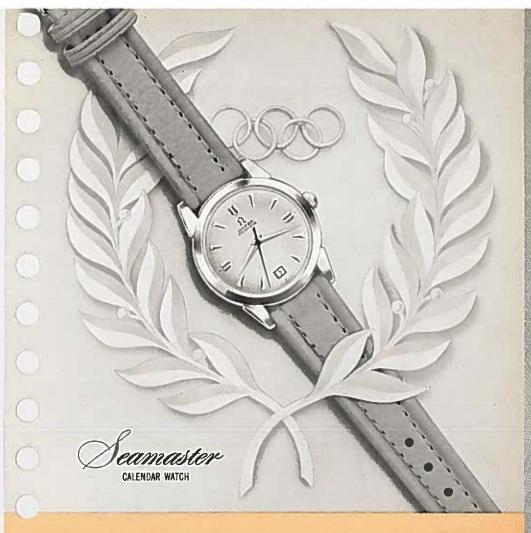
These distinctive watches serve many businessmen as the most efficient private secretaries they ever had! At any given moment, they show the exact minute, hour, month, date—even the moon phase!

## and the incomparable

## SEAMASTER CALENDAR WATCH

A self-winding water-tight treasure with sweep-second hand. Even the days of the month register automatically! This watch was especially created by Omega to commemorate its selection for the last four consecutive times as official timepiece for the Olympic Games.

Omega-Winner of the most coveted awards for accuracy at the world's leading international observatories.



Men's Specialty Watches

Automatic, water-resistant, date indicator, shock-resistant, anti-magnetic, 18K gold applied dial figures, sweep-second hand

9055	14K yellow gold, packaged in a genuine cedar lined leather presentation box which can be converted into a beautiful cigarette	
	Case	\$300
6022 —	All stainless steel	\$145
6023	14 yellow gold top, stainless steel back	\$185

All Omega Watches Have 17 Jewel Movements

Prices Include Federal Tax



se
125.00
6
165.00 9
265.00
\$

CHRONOGRAPH
Time plus 60 seconds, 30 minutes,
and 12 hour Registers
6004 -- All stainless steel \$155.00
9048 -- 14K yellow gold \$325.00

Listed below are a few of the more recent Omega Chronometer awards.

KEW TEDDINGTON — Since 1936, Omega has held the only record officially recognized with a score of 97.8 points — the closest any watch has ever come to the theoretically possible score of 100 points.

NEUCHATEL — In 1949, Omega placed highest against all competition in the three wrist chronometer classes.

GENEVA — In 1951, an Omega 30 mm. chronometer established the best results ever recorded by the Geneva Observatory for any wrist watch, with a score of 870.3 out of a possible 1,000, bettering the previous record set by Omega in 1950.

## CHRONOMETER WATCHES

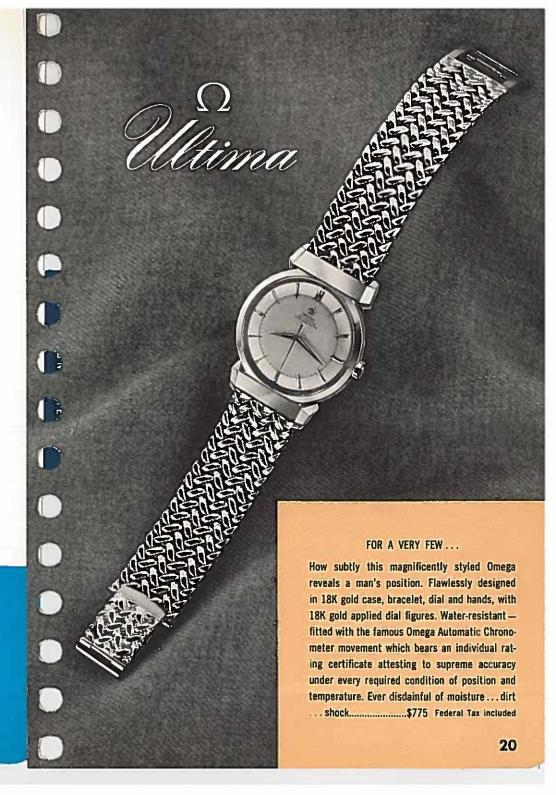
18K gold cases

There are not many Omega Chronometers. Produced slowly and in very limited number, each must undergo exhaustive tests for performance. So rigorous and conclusive are these tests that recently when 5,000 Chronometers in series right off the production line were sent to the impartial Swiss Agency which judges the products of all Swiss watchmakers, every single one received the cherished "Chronometer rating certificate." Indeed — every one received a special citation for "especially fine results"!

To appreciate this amazing performance, it must be realized that up to the present, no other watch manufacturer has been able to secure Chronometer rating certificates for more than 400 out of every 1,000 watches submitted to these exact same chronometer tests!

Small wonder then that the Omega Chronometer is called "the watch with a pedigree." Each bears an individual rating certificate citing its record of unvarying accuracy under every required condition of position and temperature. These grueling tests last for a period of 15 days.

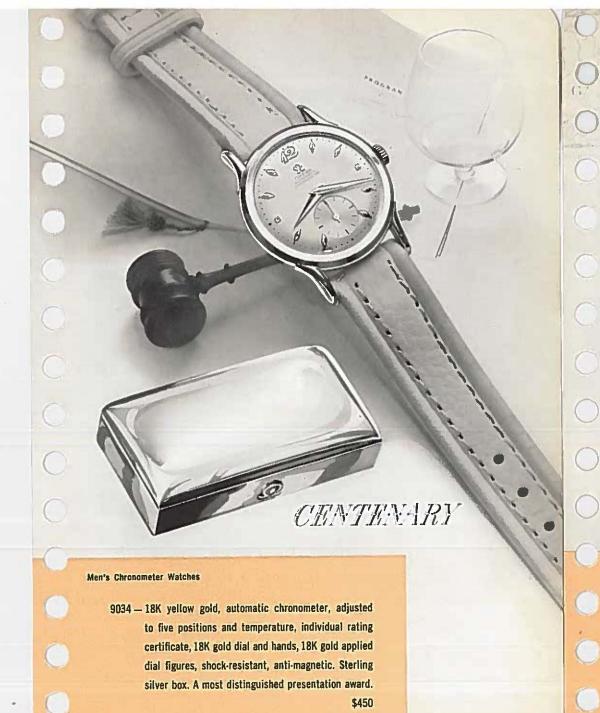






#### Men's Chronometer Watches





## Men's Chronometer Watches

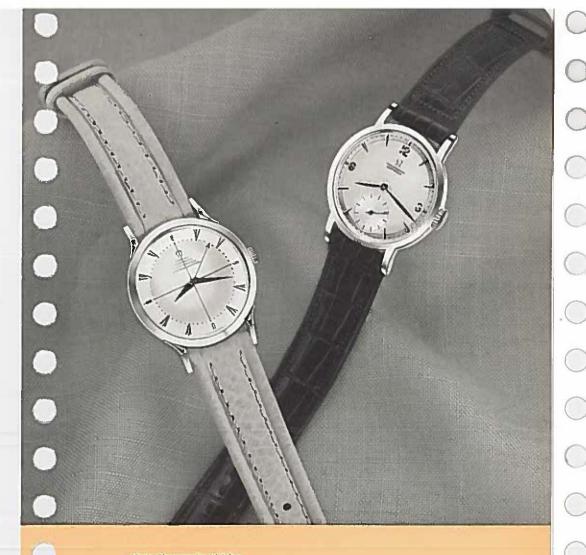
All Omega Watches Have 17 Jewel Movements

Prices Include Federal Tax

All Omega Watches Have 17 Jewel Movements

Prices Include Federal Tax

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#### Men's Chronometer Watches

Right: 9012 — 18K yellow gold, chronometer, adjusted to five positions and temperature, individual rating certificate, shock-resistant, anti-magnetic, 18K gold applied dial figures.... \$300.00

All Omega Watches Have 17 Jewel Movements
Prices Include Federal Tax

## **POCKET WATCHES**

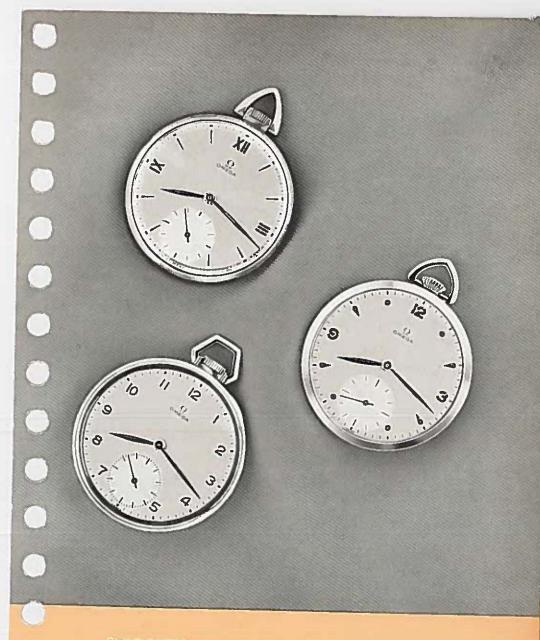
14K yellow gold 14K yellow gold filled Stainless Steel

With quiet good taste, these handsome Omega pocket watches introduce the elegance of the past into the modern day scene. For formal occasions in town...for spectator sports in the country...nothing will ever take the place of the traditional watch and chain. And nothing will ever surpass the Omega pocket watch for supreme accuracy...for sheer good looks.

What finer way to reward a man's years of service and devotion than to make a presentation of this most cherished of gifts.

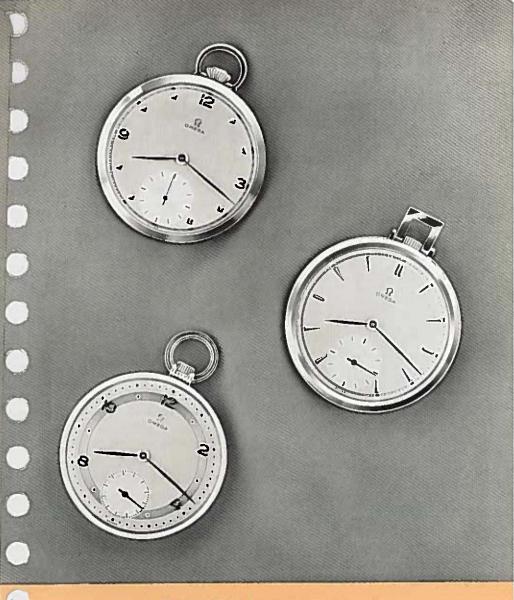


WORLD RENOWNED SYMBOL OF ACCURACY





All Omega Watches Have 17 Jewel Movements
Prices Include Federal Tax



## Men's Pocket Watches

Top: R7200RF — 14K yellow gold, 18K gold applied dial figures....... \$165 Center: 7305 — 14K yellow gold, 18K gold applied dial figures....... \$265

Below: 7303 — 14K yellow gold, 18K gold applied dial figures....... \$200

All Omega Watches Have 17 Jewel Movements

Prices Include Federal Tax



## Men's Pocket Watches