This Season's Popular Casio Collection



CASIO®

SPORTS QUARTZ



Casio follows the action.

An exciting line of action watches heads the new Casio collection for this season. These molded-resin beauties set the pace in lightweight, casual styling, creating new markets for you. The F200C, for example, has already made a hit with joggers for its featherweight build, easy pace-setting, and useful time-distance references. In fact, they now call it the "Jogging Watch".

Customers come running when you show the Sports Quartz line-up.

Lithium 3 yrs.



• F-7C-1 (Black)
-5 (Brown)
Module No. 58
Resin
$19.95

Lithium 2 yrs.



• F-300G-5 (Brown)
Module No. 110
Resin
$29.95

Lithium 3 yrs.



• F-80C-1 (Black)
Module No. 83
Resin
$29.95

Lithium 2 yrs.



• F-300-1 (Black)
Module No. 110
Resin
$24.95



• F-200C-1 (Black)
-5 (Brown)
Module No. 55
Resin
$24.95

Lithium 3 yrs.



• F-80E-1 (Black)
Module No. 83
Resin
$29.95

Module No.	58	110	55	83
Regular timekeeping	Hour, minute, second, am/pm date, day	Hour, minute, second, am/pm, date, day	Hour, minute, second, am/pm, month, date, day . . . on its double display	Hour, minute, second (or day), am/pm, date
Calendar system	Auto-calendar set at 28 days for February	Auto-calendar set at 28 days for February	Auto-calendar set at 28 days for February	Auto-calendar set at 28 days for February
Other functions		• Stopwatch (Working range) 11 hours 59 minutes 59.99 seconds (Mode) Net time/lap time/ 1st-2nd place times	• Stopwatch (Working range) 59 minutes 59.99 seconds (Mode) Net time/lap time/ 1st-2nd place times	• Stopwatch (Working range) 11 hours 59 minutes 59.9 seconds (Mode) Net time/lap time/ 1st-2nd place times • Daily alarm • Hourly time signal
Accuracy per month	±20 seconds	±15 seconds	±15 seconds	±15 seconds
Battery type	BR-2320 x 1 pc. (Lithium battery)	BR-2016 x 1 pc. (Lithium battery)	UCC392 x 1 pc.	BR-2320 x 1 pc. (Lithium battery)
Battery life	Approx. 3 years	Approx. 2 years	Approx. 12 months	Approx. 3 years

Prices shown are suggested retail.

ALARM-CHRONOGRAPH



Time to go.

Very practical alarm digitals with daily alarm signals and hourly time tones. The daily alarm can be set for sounding automatically at the same time everyday, or optionally. A250 delivers its brief, hi-pitch time tone both hourly and half-hourly. The countdown alarm has a unique memory, retaining the countdown period for repeat with the press of a button – handy for interviews, experiments, time trials, etc. "Beep" signals confirm each and every setting operation. And, even during use of other functions, the time is shown on a sub-display.

Extra features that make them the stars of a showroom.

CHRONOGRAPH

Lithium 2 yrs.



• 110QS-37B-1 (Black)
-2 (Blue)
Module No. 110
Chrome plated case

Lithium 3 yrs.



• 83QS-41B-1 (Black)
-2 (Blue)
Module No. 83
Stainless steel coated
$39.95

Lithium 5 yrs.



• A250-1 (Black)
-2 (Blue)
Module No. 106
Chrome plated case
$49.95

CHRONOGRAPH/ DUAL TIME

Lithium 7 yrs.



• S220-1 (Black)
-2 (Blue)
-7 (White)
Module No. 135
Stainless steel
$39.95

A full circuit watch.

A very competent unit with the stress on chronographic abilities. Apart from regular 12-hour time it also flicks over to the 24-hour system with a press. This handy 1/100 sec. stopwatch is complemented by a 12-hour countdown with a one-press repeat. You never lose sight of time on the display. And when versatile timing is important it checks net times, lap times and 1st, 2nd place times. In the race for long-term power Casio was first over the line with a 7-year non-stop operation, which is the forte of the S220, due to its lithium battery and Casio's low consumption LSI technology. 7 years!

That's why you're best off with Casio, in the long run.

Module No.	106	135
Regular timekeeping	Hour, minute, second, am/pm, month, date, day	Hour, minute, second, am/pm, month, date, day
Calendar system	Auto-calendar set at 28 days for February	Auto-calendar set at 28 days for February
Other functions	• 12/24 hour formats • Stopwatch (Working range) 59 minutes 59.99 seconds (Mode) Net time/lap time/1st-2nd place times • Countdown alarm with repeat (Input range) From 1 minute to 11 hours 59 minutes (Unit) Second (Mode) Net time • Daily alarm • Hourly/half-hourly time signals	• 12/24 hour formats • Stopwatch (Working range) 59 minutes 59.99 seconds (Mode) Net time/lap time/1st-2nd place times • Countdown with repeat (Input range) From 1 minute to 11 hours 59 minutes (Unit) Second (Mode) Net time • Dual time
Accuracy per month	±15 seconds	±15 seconds
Battery type	BR-2320 x 1 pc. (Lithium battery)	BR-2325 x 1 pc. (Lithium battery)
Battery life	Approx. 5 years	Approx. 7 years

Prices shown are suggested retail.

TIME-SCAN



Casio says it in neon, in New York, overlooking busy Times Square.

The precise time, whichever way you like it.

Casio gives double watch value with these new models, because they display both digital and regular analog time, simultaneously. They also have a 12-24 hour changeover system for complete time readout information, where and whenever it is needed. And there's a professional stopwatch with a lap time and countdown timer. It all adds up to a lot of experience and digital technology in each watch.

But your customers will agree, it is time well spent.

Lithium 2 yrs.



• 56QS-38B-1 (Black)
-2 (Blue)
-7 (White)
Module No. 56
Chrome plated case
$49.95

Lithium 2 yrs.



• 56CS-50B-1 (Black)
-2 (Blue)
Module No. 56
Stainless steel
$69.95

Lithium 2 yrs.



• 56CS-52B-2 (Blue)
-8 (Gray)
Module No. 56
Stainless steel
$89.95

[Time]



Continuous digital display of hour, minute and second in 24-hour format. Seconds are also shown in analog display.



Continuous digital display of hour, minute, am/pm and date. Seconds are shown in analog display.

[Time/calendar]



Continuous digital display of month, date and day. Hours are shown by a dot indicator. Minutes are shown in analog display.

[Stopwatch]



Measures net/lap/1st-2nd place times with accuracy of 1/10th second up to one hour.

[Countdown]



Measures net time within 60 minutes.

Module No.		56
Display	Time	Digital: Hour, minute, second (or date), am/pm Analog: Second
	Calendar	Digital: Month, date, day Analog: Hour, minute
Calendar system		Auto-calendar set at 28 days for February
Other functions		• 12/24 hour systems • Stopwatch (Working range) 59 minutes 59.9 seconds (Mode) Net time/lap time/1st-2nd place times • Countdown (Working range) 60 minutes (Unit) 1/10 second (Mode) Net time
Accuracy per month		±15 seconds
Battery type		BR-2016 x 1 pc. (Lithium battery)
Battery life		Approx. 2 years

Prices shown are suggested retail.

ALARM-CHRONO/ UNIVERSAL CALENDAR



From 1901 to 2099, any monthly calendar fully displayed.

A classic new digital that tells a lot, lot more than the time. With the touch of a button the display changes to a full month calendar with all dates from 1901 to 2099 readily available. It will tell the arrival of an appointment time with a pleasant alarm signal, and for a change in tone it has ten different pitch variations. There's also a 1/10 sec. stopwatch and an hourly time tone.

Your customers will treasure the date they bought one.



• 79CS-53B-2 (Blue)
Module No. 79
Stainless steel
$89.95



• 79QGS-39B-5 (Brown)
Module No. 79
Gold plated front
$89.95



• 79CS-51B-1 (Black)
-2 (Blue)
Module No. 79
Stainless steel
$69.95



• 79QS-39B-1 (Black)
-2 (Blue)
Module No. 79
Chrome plated case
$49.95

[Time]



Continuous readout in hour, minute, second, am/pm and date.

[Date-calendar]



Displays year, month, date and day. Adjustment-free calendar until the year 2029.

[Monthly calendar]



Displays any monthly calendar fully from 1901 to 2099.

[Stopwatch]



Measures net/lap/1st-2nd place times with accuracy of 1/10th of a second up to 12 hours.

[Alarm time]



Once set, it sounds at the same time every day until reset. Busy people get a call or appointment reminder with the daily alarm.

Module No.		79
Display	Time	Hour, minute, second, am/pm, day
	Calendar	Year, month, date, day
Calendar system		Auto-calendar preprogrammed until the year 2029
Other functions		• Monthly calendar display (from the year 1901 to the year 2099) • Stopwatch (Working range) 11 hours 59 minutes 59.9 seconds (Mode) Net time/lap time/1st-2nd place times • Daily alarm • Hourly time signal
Accuracy per month		±15 seconds
Battery type		BR-2016 x 1 pc. (Lithium battery)
Battery life		Approx. 15 months

Prices shown are suggested retail.

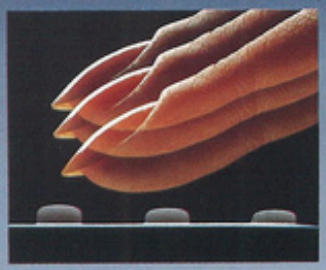
FINGERTIP OPERATION

The revolutionary Casio Digital Calculator-Watch

Casio's new C-80 Digital Calculator-Watch – think of it as a microcomputer on your wrist for handy operation wherever you go.
Fingertip operation makes the C-80 a world first accomplishment of Casio's computer technology.
Multifunctional watch, it performs addition, subtraction, multiplication and division and shows the answers in a display with 8-digit capability.
Revolutionary FTS (Finger Touch System) circuitry assures precision fingertip operation by selecting the right key for input even if you accidentally touch two keys at the same time.*
And, of course, the C-80 has all the other advancements incorporated in Casio digital watches – time and calendar readouts, accuracy to less than 0.5 second a day, convenient 1/100th second chronograph and Dual Time.
Its size is another attraction. Even with the calculator, the C-80 is still a standard-size wrist watch.
The Casio C-80. Functional beauty in a digital watch that symbolizes the 1980s perfectly.



***FTS (Finger Touch System)**



FTS is a revolutionary circuit that electronically selects for input the intended key which has been activated by the tip of your finger. FTS overrides lower key simultaneously touched by the finger to assure a correct input.

Time:
Time display shows 10:58'50" PM, Tuesday. Super accuracy to less than 0.5 sec. a day.

[Time]



Continuous readout in hour, minute, second, am/pm and day.

[Calendar]



Displays month, date and day. Adjustment-free calendar until 2002.

[Stopwatch]



Measures net/lap/1st-2nd place times with accuracy of 1/100th of a second up to 24 hours.

[Dual time]



As a 2nd timekeeper, an overseas time can be set on the 24-hour system and recalled instantly.

[Calculator]



8-digit capability; constants for +/–/×/÷; powers; mixed and reciprocal calculations.

CALCULATOR-WATCH



• C-80-1 (Black)
-5 (Brown)
Module No. 133
Resin
$49.95



•C-801-1 (Black)
Module No. 133
Stainless steel coated
$69.95



• C-801-7 (White)
Module No. 133
Stainless steel coated
$69.95

WORLD TIMER

At a touch—the time and calendar in any of 11 world zones.

Casio introduces compact world time with this international model. It has the unique ability to give the time and calendar in ten major cities, and provide summertime adjustments with one tap of a button. Perfect for the man on the move. There's also an optional time memory that can be preset to any given time, so the time at or away from home is always available.

For the new generation of worldly-wise people.



• 29CS-49B-1 (Black)
-2 (Blue)
Module No. 29
Stainless steel
$69.95

Module No.		133	29
Display	Time	Hour, minute, second, am/pm, day	Hour, minute, 10-second symbol, second (by flash), am/pm
	Calendar	Month, date, day	Month, date, day
Calendar system		Auto-calendar set at 28 days for February	Auto-calendar set at 28 days for February
Other functions		• Calculator 8 digits (7 digits for negatives) on its double display (Abilities) Four basic calculations, chain & mixed operations, constants for +/−/x/÷ • Stopwatch (Working range) 23 hours 59 minutes 59.99 seconds (Mode) Net time/lap time/1st-2nd place times • Dual time (24-hour system)	• Second display • 10 pre-programmed area times and an optional time London (GMT 0), Paris (GMT +1), Kuwait (GMT +3), Hong kong (GMT +8), Tokyo (GMT +9), Honolulu (GMT −10), San Francisco (GMT −8), Chicago (GMT −6), New York (GMT −5), São Paulo (GMT −3) • One-touch summer time adjustment
Accuracy per month		±15 seconds	±10 seconds
Battery type		UCC391 x 2 pcs.	SR1130W (WG-10) x 1 pc.
Battery life		Approx. 12 months	Approx. 12 months

Prices shown are suggested retail.

12-MELODY ALARM



Memorabilia melodies.

A medley of melodies ready in the background of the time/date display. 7 wake-up melodies—Monday morning—"American Patrol", Tuesday—"Santa Lucia", Wednesday—"Romanza de amor", Thursday—"Marche royale", Friday—"Kalinka", Saturday—"Sakura Sakura", and on Sunday—"Moments musicaux". Then there's a celebration-anniversary memory with "Trinklied" and a wedding march, a "Happy Birthday" tune and "Jingle Bells" at Christmas—each one memorized for play every hour on the right day. And there's also a 'Big Ben' type time tone every noon. The display is musical, too, as each note dances onto the scale to the music. To top off this amazing watch is a countdown alarm that acts both up and down: when the countdown reaches zero a chime sounds and the count continues positively, so it acts also as a stopwatch.

Really something for your salesmen to sing about.



• M12-1 (Black)
-2 (Blue)
-7 (Ivory)
Module No. 82
Resin
$49.95



• M1200-1 (Black)
-2 (Blue)
-7 (Silver)
Module No. 82
Stainless steel
$69.95



• M1200G-5 (Brown)
Module No. 82
Gold plated front
$99.95

SUPER-SLIM ALARM



'Slim' is where sales are building.

All the modern functional beauty of a Casio digital with the slim lines of elegant wristwear. This watch starts a fresh generation of digitals that can combine ability with agility. Full time information, auto-calendar and alarm on a light top-action watch in classic Casio style.

The slim fashion of the '80's.

• 59CGS-57B-5 (Brown)
Module No. 59
Gold plated front
$200.00

Module No.	82	59
Regular timekeeping	Hour, minute, second, am/pm, month, date, day . . . on its double display	Hour, minute, 10-second symbol, second (by flash), am/pm, month, date, day...on its double display
Calendar system	Auto-calendar set at 28 days for February	Auto-calendar set at 28 days for February
Other functions	• 12/24 hour formats • Daily alarm with 7 melodies a week • Date memory with 2 selectable melodies • Birthday memory with melody • Christmas memory with melody • Countdown alarm/stopwatch (Input range) From 1 second to 59 minutes 59 seconds (Working range) 59 minutes 59.9 seconds (Unit) 1/10 second (Mode) Net time/ lap time/1st-2nd place times • Hourly time signal with "Big Ben" tune	• Daily alarm
Accuracy per month	±15 seconds	±15 seconds
Battery type	BR-2016 x 1 pc. (Lithium battery)	UCC392 x 1 pc.
Battery life	Approx. 18 months	Approx. 15 months

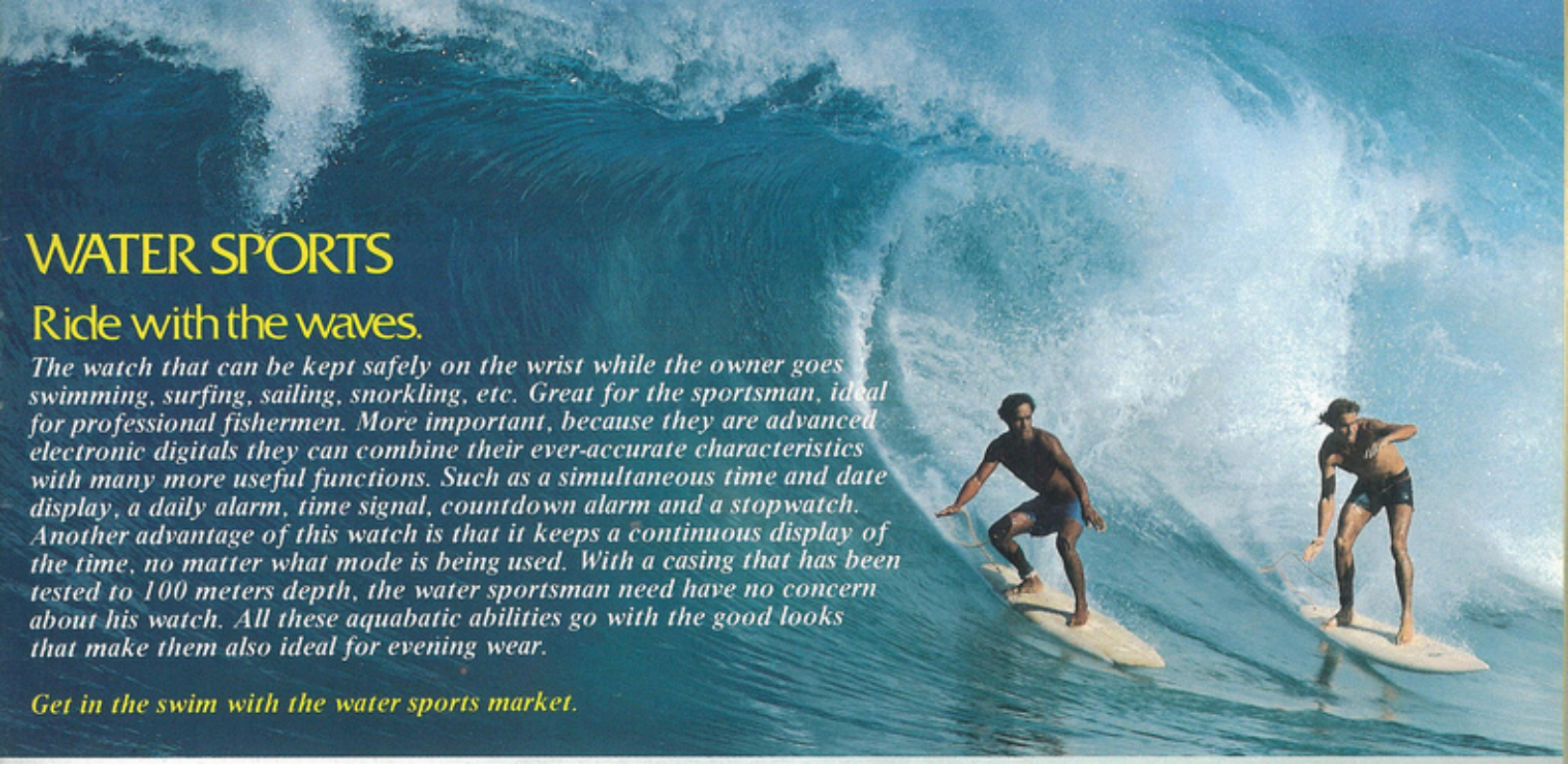
Prices shown are suggested retail.

WATER SPORTS

Ride with the waves.

The watch that can be kept safely on the wrist while the owner goes swimming, surfing, sailing, snorkling, etc. Great for the sportsman, ideal for professional fishermen. More important, because they are advanced electronic digitals they can combine their ever-accurate characteristics with many more useful functions. Such as a simultaneous time and date display, a daily alarm, time signal, countdown alarm and a stopwatch. Another advantage of this watch is that it keeps a continuous display of the time, no matter what mode is being used. With a casing that has been tested to 100 meters depth, the water sportsman need have no concern about his watch. All these aquabatic abilities go with the good looks that make them also ideal for evening wear.

Get in the swim with the water sports market.



Lithium 5 yrs.



• W150C-1 (Black)
Module No. 106
Stainless steel case
$54.95

Lithium 5 yrs.



• W150-1 (Black)
-2 (Blue)
Module No. 106
Stainless steel
$59.95

Lithium 5 yrs.

• W100-1 (Black)
-2 (Blue)
-5 (Yellow)
-8 (Gray)
Module No. 106
Resin
$39.95

Module No.	106
Regular timekeeping	Hour, minute, second, am/pm, month, date, day
Calendar system	Auto-calendar set at 28 days for February
Other functions	• 12/24 hour formats • Stopwatch (Working range) 59 minutes 59.99 seconds (Mode) Net time/lap time/1st-2nd place times • Countdown alarm with repeat (Input range) From 1 minute to 11 hours 59 minutes (Unit) Second (Mode) Net time • Daily alarm • Hourly/half-hourly time signals
Accuracy per month	±15 seconds
Battery type	BR-2320 x 1 pc. (Lithium battery)
Battery life	Approx. 5 years

Prices shown are suggested retail.

LADIES' SPORTS



For the new decade, a dynamic new look in ladies' watches.

Advanced electronics created into elegant wristwear by Casio. These digitals combine super-accuracy with other useful time information – day of the week, date, month, am/pm, dual time and stopwatch timing. And there are no bothersome calendar adjustments – it really is permanent. The modern girl is on the move and Casio has designed these watches to move with her.
Being electronic, they are totally wear-free and maintenance-free, and being from Casio they are totally reliable, with excellent shock resistance and a dust excluding case. They are lightweight, sporty, casual – made to sit like a feather on the wrist during sports, in the office, or on the campus.

Casio digital lightweights liberate the wrist.



• L-10-1 (Black)
Module No. 87
Resin
$29.95



• L-10-2A (Blue)
-2B (Lavendar)
Module No. 87
Resin
$29.95



• L-10-4 (Burgundy)
Module No. 87
Resin
$29.95



• L-20-2B (Light blue)
Module No. 87
Chrome plated case
$34.95



• L-20-2A (Blue)
Module No. 87
Chrome plated case
$34.95



• GL-20-4 (Burgundy)
-5 (Brown)
Module No. 87
Gold plated front case
$44.95

LADIES' QUARTZ



They used to be just a dream.

Casio has brought digital style and quartz precision into the realm of modest budgets with this glamorous range. The handsome faces you see here lack nothing in data information, giving 5-level time, the month, date and day, an auto-calendar, stopwatch and dual time. In a variety of attractive colour blends they set the wrist fashion for the young girl of the '80's.

Timekeeping for the young at heart.



• 87QL-20B-1 (Black)
-2 (Blue)
-3 (Green)
Module No. 87
Stainless steel
$69.95



• LA550-1 (Black)
-2 (Blue)
Module No. 116
Stainless steel
$49.95



• 87QL-17B-1 (Black)
-2 (Blue)
-3 (Green)
Module No. 87
Stainless steel
$39.95



• 87QGL-20B-5 (Brown)
Module No. 87
Gold plated front
$99.95



• LP901G-2B (Blue)
-5 (Brown)
-6 (Purple)
Module No. 78
Gold plated
$49.95

PENDANT WATCH

In the swing of things, this fashionable new 'chunky' pendant. In a diamond shape setting this digital is as much an attractive piece of jewelry as it is a high precision timekeeper.

Module No.		78/87	116
Display	Time	Hour, minute, 10-second symbol, second (by flash), am/pm	Hour, minute, 10-second symbol, second (by flash), am/pm
	Calendar	Month, date, day	Month, date, day
Calendar system		Auto-calendar set at 28 days for February	Auto-calendar set at 28 days for February
Other functions		• Stopwatch (Within 13 minutes) Minute, second (Within 13 hours) Hour, minute • Dual time	• Daily alarm
Accuracy per month		±15 seconds	±15 seconds
Battery type		UCC391 x 1 pc.	UCC391 x 1 pc.
Battery life		Approx. 15 months (Approx. 18 months for No. 78)	Approx. 15 months

Prices shown are suggested retail.



CASIO®

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JASPAC M550015

PRINTED IN U.S.A.
8006W