



Atlantic

SWISS MADE WATCHES SINCE 1888

THE HISTORY OF A FAMOUS BRAND

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Preface

In this chapter I'm writing about who I'm not, and about the beginning of my experience with wristwatches, particularly ATLANTIC watches.

A few notes on myself

Let me start by making an honest confession. I am neither a historian, nor a watchmaker, though I respect the former and admire the latter. Who am I then? Suffice to say, I'm an enthusiast who a couple of years ago took an interest in horology, its history, and old watches, especially those manufactured by ATLANTIC.

Why ATLANTIC?

It did not take me long to realize, which brand of old watches has so many varied and beautiful dials which can only be distinguished through thorough analysis. ATLANTIC, of course! It is exactly this brand that became so prominent on the Polish market of the 1960s that to this day one may meet many a person sporting an ATLANTIC on their wrist. For watch lovers like myself, these are always happy moments when you notice a watch with your favourite logo.

Is it worthwhile to write about what you like?

Yes! When I wrote the first notes on the old ATLANTIC watches, I never imagined where it could end up. And where did it end up? Well, in late 2007 I produced a paper uploaded to the www.atlantic.helwecja.com website. In 2008 the representatives of the ZIBI company - the sole importer of ATLANTIC watches in Poland – took interest in my paper and suggested it be published in hard copy. And so the book entitled "ATLANTIC - HISTORIA POWSTANIA LOGOTYPU I MARKI (ATLANTIC – THE HISTORY OF THE LOGO AND BRAND)" came out in November 2008 and presented during the annual conference on ATLANTIC watches.

Acknowledgements

This book would never have been written without the passion and enthusiasm for old ATLANTIC watches, aroused in me by my colleagues - Sebastian Zaręba and Bernard Fruga for years. It also would not have happened, if it were not for the first old ATLANTIC chronometer, from which it all began, nor without the help of ATLANTIC company representatives – Juerg Bohne, the Brand President, and Jarosław Guzek, the Brand Manager in Poland. Finally, none of this would have happened without my wife Anna's understanding for my hobby.

Thank you all!



Introduction

It all began around the year 1000 when a monk named Gerbert, a Frenchman from Aurillac, and later pope Sylvester II, built the first clock with a weight and a chiming mechanism in Magdeburg. As a consequence of this invention, the 14th century saw the arrival of the first tower clocks, which became very popular even though they had no dials and hands and only marked the time by ringing the bell.

In 1637, Galileo discovered the pendulum movement, and 20 years later Christian Huygens built the first pendulum clock on the basis of a self-invented pendulum theory.

Centuries went by and the clock became commonplace, smaller and more sophisticated, making way to its much younger and smaller brother, the wristwatch, which was popularized in early 20th century. The first watchmaking workshops were established in Switzerland, the centre of horology, and the synonym for, and hallmark of quality.

In 1888, Eduard Kummer, born March 26, 1845, established the EKB company in Bettlach near Grenchen, Switzerland, whose name was later changed to Atlantic, and which operates under this name to this day.

This is an outline history of the first mechanical clocks and watches. The history of horology is so beautiful and fascinating that it is hard to forget once discovered.

For many people, an ATLANTIC wristwatch is often the first Swiss watch, a gift received as a reward for passing a final high school exam or defending a master's thesis or a keepsake to mark the birth of a child, or a most valuable memento of somebody who passed away, handed down from generation to generation.

This book contains information on the history of the ATLANTIC brand and the transformation of its logo over the decades. There are also great ads from the 1950s, popular series of the ATALANTIC brand, and the best-selling models, presented in the "Gallery" section.

For those who would like to know more, there is a special chapter describing the main calibres of mechanisms installed in ATLANTIC watches, and the chapter on series and models provides useful information on the details of ATLANTIC chronographs.

We wish you pleasant reading.

The History of the ATLANTIC Brand

In this chapter I present the whole story of the ATLANTIC brand as I know it, that is, all that happened since 1888 throughout the next 120 years of brand existence.

The past was not easy but bearing in mind the present success of the brand, one should expect that the future will only be better.

History of the Company

The ATLANTIC company was established in Bettlach near Grenchen, Switzerland, in 1888. It was founded by Eduard Kummer, born March 26, 1845. He was one of the founders of Swiss horology. He polished his skills throughout many years of apprenticeship, which led him to the French border and beyond. He came back to his native land as a qualified master of horology. The citizens of Bettlach noticed Kummer's business ambitions and supported the establishment of the industrial base, which became the heart of Swiss horology. The fantastic vision of setting up a high-quality watchmaking business started to come true. In 1888 the first workshop was launched, employing 15-20 people. Over the subsequent years the facility developed steadily, reaching 720 employees before the end of the century.



Eduard Kummer

These creative efforts of the past became the foundation of present-day Switzerland, with its political stability and wealth. Today it is hard to imagine what obstacles had to be overcome to achieve it. According to the archives, due to the lack of sources of energy the emerging business had to be based on human muscle power. Later it was possible to use small sources of steam energy thanks to an inventive system of pressure pipes and hydrants.

The LOKOMOBILE device installed later (the chimney is visible on the 1880 photograph) was a real sensation. The LOKOMOBILE – a steam- or coal-powered boiler – was able to create a constant pressure of 900 HP. Electricity only arrived in 1905, preceded by paraffin lamps.



Workshop building with LOKOMOBILE chimney (1880)

Although the ATLANTIC brand founder, Eduard Kummer, was a patriarch of the old school, he believed strongly in the development of industry. At that time, the workweek lasted 6 days, 11 hours a day. There was no such thing as paid vacation and extra wages. The introduction of 6 days of paid vacation per year in 1937 was a social breakthrough. In those early days, the beginning and end of work was signalled by a factory bell. There were also short moments of rest and relaxation.

The company was originally called EKB (short for Eduard Kummer Bettlach), and later renamed ATLANTIC. The company adopted an anchor and compass as its logo, and took its name from one of the oceans. Initially the company manufactured parts for such renowned watch producers as Longines, Certina, and many others. The first watches under the name of ATLANTIC were released in 1932, including one of the world's first waterproof chronographs. Another very important event, which took place in the 1950s, was the invention of the crown-operated quick date-change mechanism. This landmark invention, compared to the invention of the crown in watches by Patek Philippe, is still used today by all watch manufacturers in the world. Ads from the 1950s claimed that the new solution speeded up the operation 52 times (c.f. 1960 ad)! During its 120 years of production, the company introduced many innovations, such as the titanium Nautilus, waterproof up to 1000 meters, or the Midas – a watch with an extra durable case and resistant to scratching.

However, the most famous model (and then series) of the ATLANTIC brand, which gained the most consumer popularity, was the Worldmaster. It is still in production as part of the Art Deco series. Notably, names such as "Weltmeister" or "Varldsmastarur" are also versions of the Worldmaster manufactured for other markets.

The ATLANTIC was designed for people with strong personality, always pursuing their goals. Today ATLANTIC watches are no longer meant only for the upper classes. The company has undergone a reorganization process but maintains a high product quality, making it available to a wider consumer audience.

What distinguishes ATLANTIC watches from other products is their specific style. In most cases, this includes a classic shape of the case. Each model is equipped with one of the best Swiss ETA mechanisms, recently also with the legendary ETA Valjoux 7750.

The key date for the Polish market is the year 1950 when the ATLANTIC first appeared in Poland. Ever since that time, the popularity of the brand among Poles has grown steadily. Between 1965 and the early 1990s ATLANTIC watches were a number one on the Polish market. In 1998, after two years of absence, the company re-emerged in Poland, and has been heading back towards its former position. For many people an ATLANTIC wristwatch is often the first Swiss watch, a gift received for passing a final high school exam or defending a master's thesis, a keepsake in memory of

the birth of a child, or a most valuable memento of somebody who passed away.

Timeline of company history

1888 Eduard Kummer establishes the EKB company producing parts for pocket watches in Bettlach.

1925 EKB (Eduard Kummer Bettlach) embarks on the production of parts for wristwatches in cooperation with the Asuag group.

1928 EKB launches the production of various wristwatches signed Ariston, Aristex, and Opus (c.f. 1950s ads).

1930 EKB becomes one of the first factories producing waterproof wristwatches and selling them under the name "ATLANTIC".

1950 Opening of the first shop in Poland, and other shops in Eastern Europe.

1952 Change of EKB company name (and other EKB-related brands) to ATLANTIC Watch Ltd.

1958 Successful appearance on new markets in South America and the Middle East.

1960 The arrival of important innovations, such as the "Speed-switch", which are used in ATLANTIC watches and sold to other producers.

1965 Poland becomes the key market, and Eastern Europe – the key region for ATLANTIC Watch Production.

1989 ATLANTIC Watch Ltd. is acquired by UVB and focuses its attention on the Eastern-European markets.

Presently, ATLANTIC watches, whose sole Polish importer is the ZIBI company, has buyers in various international markets. In many countries there are also more and more fans of old ATLANTIC watches.

Old Advertisements

This chapter primarily discusses the collection of old advertisements of ATLANTIC watches, which I managed to expand with three important items.

I like to emphasize that the richest source of knowledge about the history of the ATLANTIC brand (and other brands) is old magazines and old advertisements. In the case of such materials, it is worth noting all their details, even the least prominent.

Introductory notes

Whenever I have the opportunity to skim through an old book or magazine over 50 years old, I feel like I'm touching history. Perhaps you had the chance to experience this when your fingers ran through some yellowed sheets of paper and you smelled the special odour of antiquity. And to think that it is only the beginning of something more important!

Old books and magazines often containing drawings or photographs of watches, are valuable sources of information, as they give us confidence that this was exactly how the watches looked at the time the books and magazines were published. These photographs or sketches show the appearance of the brand logo (script type and font), the shape of indexes, the information provided on the dial, the size of the second hand, the shape of the crown, the hands, and the case. All this allows us to date a specific watch with more precision.

So, let us see the way ATLANTIC watches looked like in ads of the 1950s and 1960s.

ATLANTIC and ARISTEX ad of 1950:



What should you pay attention to in the above picture?

1. In 1950, the brand logo is still written in capital letters.
2. The second hand lacks the red arrow typical of later ATLANTIC watches (especially the Worldmaster series).
3. This watch is already equipped with automatic winding (ATLANTIC AUTOMATIC).
4. The second counter has a smaller division, splitting the second into shorter units (typical of older ATLANTIC watches).
5. The "WATERPROOF" inscription, though insignificant, is placed in the upper area, right below the brand name (in newer models it is placed in the lower area or absent altogether).
6. Instead of the "INCABLOC" inscription, there is "SHOCK PROTECTED", though the INCABLOC shock protection system was already known.
7. In comparison to the ARISTEX watch presented beside the ATLANTIC, we see that the latter is rather small in diameter, which is typical of the older models.
8. The crown is mushroom-shaped, typical of the period.

ATLANTIC and ARISTEX ad of 1953:



The English text states:

*THROUGH CENTURIES PAST,
THE HAND OF SCIENCE HAS
CONSTANTLY MODIFIED THE CON-
CEPTION OF TIME MEASURING*

*65 YEARS OF EXPERIENCE
AND TIRELESS RESEARCH THIS IS
MAINLY WHAT MADE THE
TODAY'S SUCCESS OF THE*

*ATLANTIC AND ARISTEX
WATCHES
ED. KUMMER LTD. BETTLACH (SOLEURE)
(SWITZERLAND)*

ATLANTIC and ARISTEX ad of 1954:



The ad presented above tells us the significance of the "ARTIFLEX" inscription on the back of ATLANTIC watches. The description indicates that it is a type of a modern mainspring, which not only is unbreakable, but also much more durable than the standard mainsprings. The ad contains the following text:

THE WATCH EXPERT'S ADVICE...

No. 3. The unbreakable ARTIFLEX* Mainspring is actually less expensive than a Qual. I steel mainspring. Although its price is higher, statistical evidence has shown that in the long run the ARTIFLEX Mainspring represents in fact a saving which is equivalent to twice its price.

This saving results from:

- 1) substantially less repairs due to defective performance of the watch motor;
- 2) no breakage;
- 3) exceptional improvement in timekeeping, owing to increased stability in the flow of power from the mainspring.

*Every ATLANTIC and ARISTEX watch can be fitted up on request with the famous ARTIFLEX Mainspring.

ATLANTIC and ARISTEX ad of 1955:



In the skilled watchmaker's opinion
N° 8

Accurate regulation alone does not determine the quality and the faultless timekeeping of a watch. The super ATLANTIC watch is constructed from the finest quality parts which are scrupulously selected and verified both before and after assembly. In addition, only the most widely-known of the standard calibers are used.

No super ATLANTIC watch can leave the factory without having proved to the control staff that it will provide its owner with **accurate and lasting timekeeping**. You will learn more about this marvellous super ATLANTIC watch in the next number of this magazine.

Every ATLANTIC and ARISTEX watch can be delivered with the exclusive ARTIFLEX unbreakable mainspring.

Atlantic

Waterproof
SUPER-FLAT
21 Jewels

ED. HENRIOT & CO. S.A.
JEWELLERS & WATCHMAKERS
10, rue de la Paix - PARIS - FRANCE

fitting them into watches. The ad text is as follows:

In the skilled watchmaker's opinion Nr 8

Accurate regulation alone does not determine the quality and the faultless timekeeping of a watch.

The super ATLANTIC watch is constructed from the finest quality parts which are scrupulously selected and verified both before and after assembly.

In addition, only the most widely-known of the standard calibers are used.

No super ATLANTIC watch can leave the factory without having proved to the control staff that it will provide its owner with accurate and lasting timekeeping

You will learn more about this marvellous super ATLANTIC watch in the next number of his magazine.

Every ATLANTIC and ARISTEX watch can be delivered with the exclusive ARTIFLEX unbreakable mainspring.

By studying the above ad we learn the significance of the „SUPER” inscription on some mechanisms installed in ATLANTIC watches. The description tells us that this indicates thoroughly selected mechanisms, tested before and after

ATLANTIC and ARISTEX ad of 1961:

A new, revolutionary development in watch-making:

**date resetting
52 x quicker!**



The fastest reset device ever conceived for calendar watches – EXCLUSIVE to atlantic – longed, high-speed turns of crown and hands when the date needs resetting, therefore no strain on the watch mechanism, and NO MORE strain on the wearer's fingers and patience. Take an example: Resetting by 15 days used to mean turning the hands through 15 x 24 with the atlantic speedswitch, it takes only 15 short winds to and fro; which adds up to a few seconds. The job is done in a flash and with the minimum possible strain on the movement.

See your Dealer today and ... get 'up-to-date'. Choose the atlantic speedswitch, the fully-automatic date-change on the stroke of midnight and with the exclusive reset instantaneous date changing. The speedswitch system will be available in 5 models to goldfilled – stainless steel – solid gold, automatic and non-automatic.

atlantic speedswitch – the sales promoting novelty! Apply for our publication "atlantic" with technical description and illustrations of this new calendar model.

atlantic speedswitch

Watch-Factory Ed. Kummer SA Bettlach/Switzerland

The ad shown above presents and describes the landmark invention of the ATLANTIC brand: the quick date-change mechanism. The ad states that it makes date-setting 52 times quicker than in a watch not equipped with this mechanism. How convenient that we have been able to enjoy this breakthrough solution for over 50 years now - I must say I am reminded of this frequently.

The following chapter provides a handful of important pieces of advice, which might prove very helpful in the general evaluation of a given watch.

Series and Models

The following chapter provides a handful of important pieces of advice, which might prove very helpful in the general evaluation of a given watch.

Series and models

Worldmaster is the best-selling series of ATLANTIC watches. It should be noted that this series was released under three different names, depending on the target market:

- Worldmaster
- Weltmeister
- Varldsmastarur.

Presented below is a list of the most popular models, along with the information on the series (if present), and logo (“Atlantic” or “atlantic”):

The “Atlantic” logo:

- Atlantic DATOMATIC
- Atlantic DUMATIC CHAMPION
- Atlantic FABULOSA
- Atlantic MILANO
- Atlantic PRECISION
- Atlantic PRIMA
- Atlantic ROYAL
- Atlantic SAILMASTER
- Atlantic SPEEDWAY
- Atlantic SPEEDWAY ROYAL
- Atlantic TEVOMATIC
- Atlantic Varldsmastarur EXTRA
- Atlantic Varldsmastarur JET SUPER
- Atlantic Varldsmastarur PRIMA
- Atlantic Varldsmastarur SUPER
- Atlantic Weltmeister EXTRA
- Atlantic Weltmeister PRIMA
- Atlantic Weltmeister SPECIAL
- Atlantic Weltmeister SUPER
- Atlantic Weltmeister SUPER DE LUXE
- Atlantic Weltmeister SUPER EXTRA
- Atlantic Worldmaster DE LUXE
- Atlantic Worldmaster EXTRA
- Atlantic Worldmaster ORIGINAL
- Atlantic Worldmaster PRIMA
- Atlantic Worldmaster SPECIAL
- Atlantic Worldmaster SUPER
- Atlantic Worldmaster SUPER DE LUXE
- Atlantic Worldmaster SUPER EXTRA
- Atlantic WORLDMASTER SUPEREXTRA

The “atlantic” logo:

- atlantic 3003
- atlantic 3004
- atlantic 3005
- atlantic 3009 DATE
- atlantic 3419
- atlantic 3601
- atlantic 3801
- atlantic anatomic DD
- atlantic BEACHBOY
- atlantic BENDATE speedswitch
- atlantic BENMATIC DD
- atlantic Counsellor
- atlantic COUNSELLOR DD
- atlantic D-LINE
- atlantic D-MASTER
- atlantic D-STAR
- atlantic GEMINI
- atlantic LULLABY
- atlantic MARINER
- atlantic MISS
- atlantic MONZA
- atlantic ROVER
- atlantic SCANDINAVIAN
- atlantic SEAHUNTER
- atlantic SILVERSTREAK
- atlantic SKIPPER
- atlantic SOLODATER
- atlantic SOLO-DATER speedswitch
- atlantic Speedswitch
- atlantic SQUARE DATE
- atlantic starflash
- atlantic SUPER 21
- atlantic TIMEROY CS
- atlantic TIMEROT UT
- atlantic TOWNCLUB
- atlantic TRAVELMATE
- atlantic TROUBADOUR
- atlantic V.I.P.
- atlantic Worldmaster DE LUXE
- atlantic Worldmaster ORIGINAL
- atlantic Worldmaster PRIMA
- atlantic Worldmaster SUPER
- atlantic Worldmaster SUPER DE LUXE
- atlantic Worldmaster TRAVELMATE speedswitch

The photographs of some of the above listed models are shown in Chapter 6: “Gallery”.

A handful of useful information

How to become an expert on old ATLANTIC watches? It is simple – when examining a watch one should pay attention to a number of features. To do that, just follow the set of instructions provided below:

1. The number of jewels specified on the dial and on the mechanism

The inscription on the dial, specifying the number of jewels (if present) must agree with the inscription on the mechanism! If there is a difference, the watch is non-factory assembled!

Old mechanical watches with hand winding were built using 15 or 17 jewels. Newer mechanisms contained 21 jewels.

2. The model name on the dial and on the mechanism

The inscription on the dial, specifying the model name, need not necessarily be identical to the inscription on the mechanism. If the mechanism reads “SUPER”, the dial need not be the same. What does “SUPER” mean, anyway? It is explained by the ad of 1955, presented in the chapter on old advertisements. A “SUPER” mechanism may be installed in a “SUPER” watch model but also in the “DE LUXE”, “EXTRA”, “ORIGINAL” “PRIMA”, “SPECIAL”, or “SUPER DE LUXE” models.

Very old watches do not feature any information about the model on the dial, as the collection was not great enough to distinguish the watches by models. Often the inscription under the “ATLANTIC” logo read “WATERPROOF”, which of course has nothing to do with the model. It only informs that the watch is water-resistant, which was a desirable and much claimed feature in the past.

3. The logo on the dial, back and mechanism

If the logo on the dial is “Atlantic” (typical of 1950’s watches), the back should feature an identical logo (*italics*, handwritten font, first capital letter).

If the logo on the dial is “atlantic” (typical of 1960’s and 1970’s watches), the back should feature an identical logo (all lower case letters).

The mechanism usually features the “ATLANTIC” or “atlantic” logo, with the latter appearing on mechanisms of watches with the “atlantic” logo on the dial. In most cases this concerns mechanisms UNITAS 6300 or ETA 1113, the latter also occurs with the “ATLANTIC” logo.

4. The series name on the dial and back

If the dial features the “Worldmaster” logo, marking the most popular series, the case back may also feature such a logo, but very often apart from the logo itself there is no information on the series.

If the dial features the “Weltmeister” logo (equivalent of “Worldmaster” intended for other markets), the case back may also feature such a logo, but just as it is the case with “Worldmaster”, very often beside the logo itself there is no information on the series.

In the case of the “Varldsmastarur” series, there was no occurrence of a back with such inscription.

5. “Artiflex” inscription on the dial and back

In Chapter 4, devoted to old advertisements, we explained the meaning of the “Artiflex” inscription on the case back. It refers to a modern-type unbreakable mainspring. Above the inscription on the back there is a characteristic “flourish” which also often appears on the dial.

In the case of the “atlantic” logo, the “Artiflex” inscription may appear on the dial, but it is much rarer than with “Atlantic” -marked watches. However, the flourish certainly should not appear on “atlantic”-marked dials.

6. The shock protection system

The presence of the shock protection system is marked by “INCABLOC” in older watches (1950s and 1960s), and “ANTICHOC” in newer ones (early 1970s). Very old watches (1930s and 1940s) may feature an inscription reading “SHOCKPROTECTED”, placed on the dial. What is the rule, then? It mainly depends on the mechanism itself.

If the watch contains the ETA 1100 or ETA 1113 mechanism, one should expect the “INCABLOC” inscription on the dial (but not necessarily on the case back). In the case of the

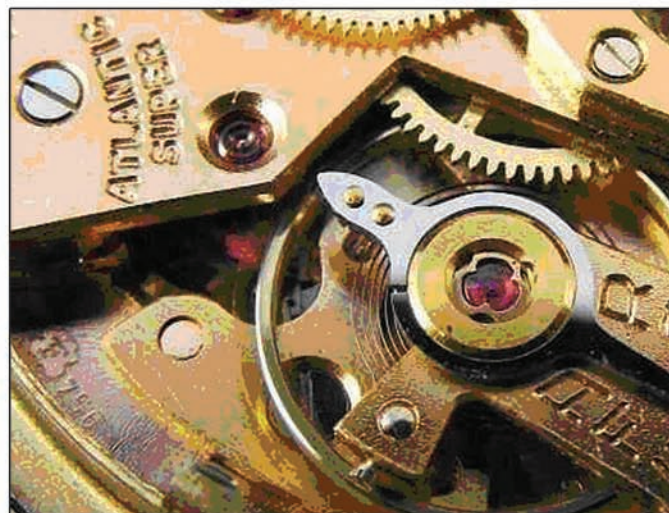
FELSA 756 mechanism, the dial and back should feature the inscription “SHOCKPROTECTED”. And if the mechanism belongs to the FHF series, the dial and back should feature the inscription “ANTICHOC”. What about AS-series mechanisms?

They - just like ETA's - feature the INCABLOC system but the case backs of such watches often read “SHOCKPROTECTED” (mostly watches produced for Scandinavian markets). And what does it look like in practice? Let us take a look:

“INCABLOC” in ETA 1113:



“SHOCKPROTECTED” in FELSA 756:



“ANTICHOC” in FHF 969-4N:



7. Second hand and index

It does not always seem so obvious, but ATLANTIC watches with a central seconds hand (with common axis of hour, minute, and second hands) are the newer ones, and watches with a small seconds hand (additional dial above the 6 o'clock counter) are older, with a simpler mechanism, usually containing 15 jewels.

It should also be noted that the fine index of the seconds hand is typical of watches from the 1940s and early 1950s.

8. The crown

This element is always problematic, as it is the most common unoriginal part of an old ATLANTIC watch. Why is that? If the watch was used on an everyday basis, the crown got worn out first. Original crowns often featured an embossed, styled letter "A" or "a", but it should not be treated as a rule.

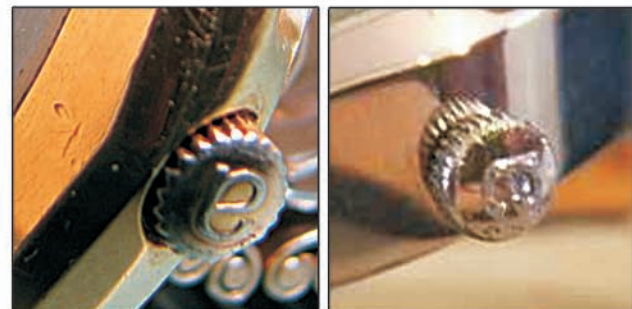
Since the 1940s and 1950s the crowns took the shape of a mushroom:

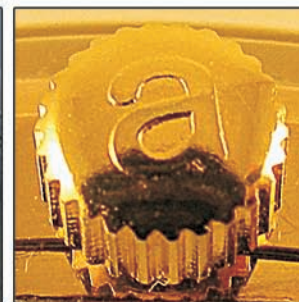


Then came the time of beautiful crowns embroidered with the styled "A", which nowadays are a rarity:



Finally, a couple of crowns of newer watches (1970s and newer):





Logotype designs over the decades

This chapter contains the description and examples of transformation of the ATLANTIC logo. It also provides details on the writing style of the logo, and the series name.

Introduction

Let us start by describing the transformation of the ATLANTIC logo:

“ATLANTIC” – 1930s/1940s

(plain logo composed of block capitals, series and model not specified)



“Atlantic” – 1940s/1950s

(plain logo with the first capital letter, handwritten font, model specified or not)



“Atlantic” – 1950s

(plain logo with the first capital letter, handwritten font, model, series, or both specified)



“Atlantic” – 1950s/1960s

(appliqué (convex) logo with the first capital letter, handwritten font, series and model specified)



“atlantic” – 1960s/1970s.

(appliqué (convex) logo composed of lower-case letters, series and model specified)



“atlantic” – 1970s/1980s

(plain logo composed of lower-case letters, series and model specified or not)



“Atlantic” – 1980s/1990s

(plain logo with the first capital letter, series and model specified or not)



“Atlantic” – 1990s/present

(appliqué (convex) logo with the first capital letter, series and model specified or not)

Examples:

“ATLANTIC” – 1930s/1940s

(plain logo composed of block capitals, series and model not specified)



“Atlantic” – 1940s/1950s

(plain logo with the first capital letter, handwritten font, model specified or not)



“Atlantic” – 1950s/1960s

(appliqué (convex) logo with the first capital letter, handwritten font, series and model specified)



“Atlantic” – 1950s

(plain logo with the first capital letter, handwritten font, model, series, or both specified)



“atlantic” – 1960s/1970s

(appliqué (convex) logo composed of lower-case letters, series and model specified)



“atlantic” – 1970s/1980s

(plain logo composed of lower-case letters, series and model specified or not)

**“Atlantic” – 1990s/present**

(appliqué (convex) logo with the first capital letter, series and model specified or not)

**“Atlantic” – 1980s/1990s**

(plain logo with the first capital letter, series and model specified or not)

**From general to specific**

A logo composed of all capitals is unfortunately a rarity, and examples of watches with such a logo were presented at the beginning of this chapter.

The logos shown below are the first stylised logos which succeeded the ones written in block capitals. Logos set against a black background are quite rare.



The “WATERPROOF” inscription in the upper area of the dial (in 1940 there were no series and models yet, and water-resistance was an exceptional feature):



In the following years (late 1940s/early 1950s) inscriptions appeared specifying the number of jewels in the mechanism (initially 15 and then increasing), and the model name:



Then came the information on the series name (varying from market to market), and model name.

The logo was changed from plain to appliqué:





Then came the time of the anchor and compass which is used to present day:



The logo with the first capital “A” was replaced by a separate, lower-case “a”, and the brand name written in all lower-case letters. Initially the logo was appliqué, then it was changed to plain:



Apart from the flattening, the separate “a” received a framing, or even “raising”:



Mechanisms

This chapter introduces the majority of mechanisms fitted in old (and newer) ATLANTIC watches.

You will also see pictures of the most popular mechanisms, such as ETA 1100, ETA 1113, AS 1188, AS 1604, and the rare but valuable FELSA 756.

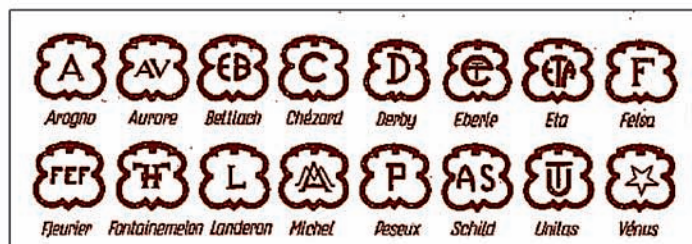
Many contemporary quartz watches compete for the title of the most beautiful design, but would they attract your attention, if you knew they were battery-powered?

What made electronic watches beat the mechanical ones in the 1980s, was their accuracy. However, the most valued element of a mechanical watch is its “heart and soul” – the mechanism, powered by the mainspring.

Watch mechanisms are labelled by means of a series of signs (letters and numbers). This label is called a calibre which describes the structural characteristics of the whole mechanism, such as the size of elements and their alignment. The difference in a single letter or number, or the absence or presence of an additional sign, informs us that we are dealing with a different type of mechanism.

The undeniable leaders in the case of ATLANTIC watches from the 1950s and 1960s are mechanisms manufactured by the companies ETA and AS Schild.

Before we get to the photographs, let me introduce the so-called Ebauches SA signatures, which may appear on mechanisms (particularly those produced by AS Schild, ETA, FELSA, FHF, and UNITAS, as these are most common in ATLANTIC watches):



[Fig. Signatures (factory markings) of the Swiss company Ebauches SA*]

Mechanisms most common in ATLANTIC watches

ETA 1100

Please note the calibre number 1100 under the balance wheel:



Most commonly installed in the following series/models:

- MILANO,
- SPEEDWAY,
- Worldmaster,
- Worldmaster EXTRA,
- Worldmaster SUPER.

ETA appears to be the simplest mechanism fitted in ATLANTIC watches. However, its performance is sometimes surprising. Presented below is the ETA 1100 with an engraved “Atlantic” inscription in handwritten font (plus, instead of “17 JEWELS”, the inscription reads “17 RUBIES”):



A watch fitted with this type of mechanism (SPEEDWAY ROYAL):



[* Bartnik B., Podwapiński W., 1976, Technologia mechanizmów zegarowych. Mechanizmy, Warszawa]

ETA 1113

Please note the caliber number 1113 under the balance wheel:



Most commonly installed in the following series/models:

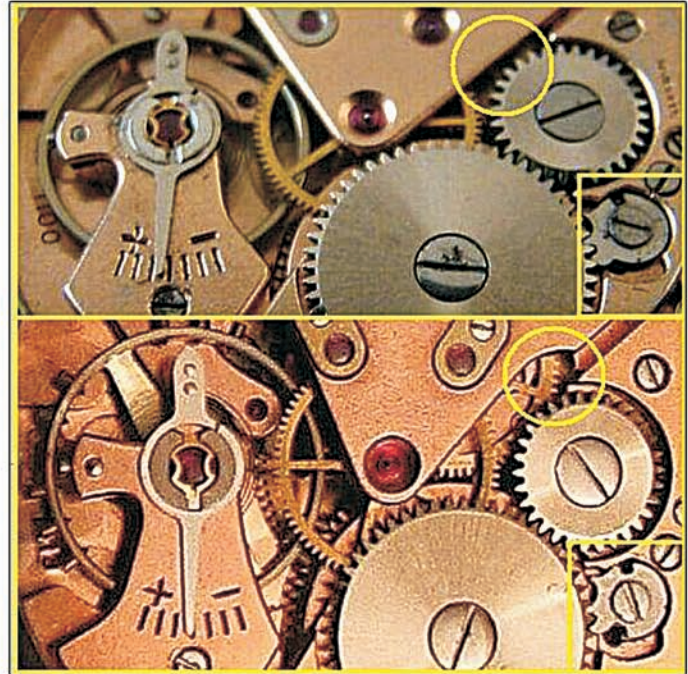
- Weltmeister EXTRA,
- Weltmeister SPECIAL,
- Weltmeister SUPER,
- Worldmaster,
- Worldmaster DE LUXE,
- Worldmaster EXTRA,
- Worldmaster PRIMA,
- Worldmaster SPECIAL,
- Worldmaster SUPER,
- Worldmaster SUPER DE LUXE.

Differences between ETA 1100 and ETA 1113

What is the easiest way to distinguish between ETA 1100 and ETA 1113? Please take a look at the wheel bridge, which has straight edges in the ETA 1100, and an indented edge in the ETA 1113. This is the first but not only difference.

Another distinctive element (pointed out by my friend, a watchmaker) is the click in the winding area. Let us take a look at these clicks in the pictures provided below (upper photo – ETA 1100, lower photo – ETA 1113). The click in ETA 1100 has only one indentation on its perimeter, and the click

in ETA 1113 has two:



AS 1188

A mechanism typical of ATLANTIC Varldsmastarur watches (for Scandinavian markets).

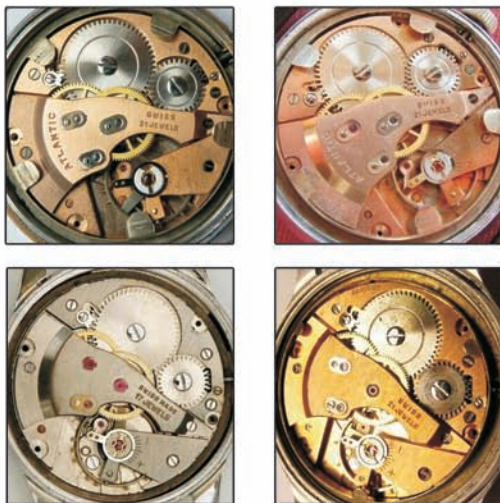


Most commonly installed in the following series/models:

- Varldsmastarur,
- Varldsmastarur SUPER,
- Weltmeister,
- Weltmeister EXTRA,
- Weltmeister PRIMA
- Weltmeister SUPER DE LUXE,
- Worldmaster,
- Worldmaster EXTRA,
- Worldmaster PRIMA,
- Worldmaster SUPER,
- Worldmaster SUPER DE LUXE.

AS 1604

Another mechanism typical of ATLANTIC Varldsmastarur watches (for Scandinavian markets).



Most commonly installed in the following series/models:

- Varldsmastarur,
- Varldsmastarur EXTRA,
- Varldsmastarur JET SUPER,
- Varldsmastarur PRIMA,
- Weltmeister,
- Weltmeister SUPER EXTRA,
- Worldmaster,
- Worldmaster PRIMA,
- Worldmaster SUPER,
- Worldmaster SUPER DE LUXE,
- Worldmaster SUPER EXTRA.

Differences between AS 1188 and AS 1604

What is the easiest way to distinguish between AS 1188 and AS 1604? Again, we are aided by the shape of the wheel bridge, which has straight edges in the AS 1188, and an indented edge in the AS 1604.



FELSA 756

The mechanism presented below is the FELSA 756. In my opinion, it is the most beautiful mechanism fitted in ATLANTIC watches. Please note that this mechanism is not equipped with the INCABLOC system. Let us take a look:



Below we clearly see the spring of the shock-protection system (not INCABLOC), a signature of the FELSA company, and the number 756 (lower left area):



Most commonly installed in:

- Worldmaster EXTRA,
- Worldmaster SUPER.

And here we have an ATLANTIC watch powered by the FELSA 756 (probably the most beautiful watch ever manufactured by ATLANTIC):



FHF 969



Most commonly installed in the following series/models:

- BEACHBOY,
- D-STAR,
- ROVER,
- SKIPPER,
- SQUARE DATE,
- TROUBADOUR,
- Worldmaster ORIGINAL (1980s)

UNITAS 6300(N)



Most commonly installed in the following series/models:

- Worldmaster DE LUXE,
- Worldmaster ORIGINAL (1960s/1970s)
- Worldmaster PRIMA,
- Worldmaster SUPER,
- Worldmaster SUPER DE LUXE.

ETA 2804-2 / 2804 / 2824



Most commonly installed in:

- Worldmaster Art Deco (1990s to present)

Other mechanisms installed in ATLANTIC watches (in alphabetical order):

AS mechanisms	ETA mechanisms:	UNITAS 6325
- AS 1130	- ETA 1080	
- AS 1158	- ETA 2451	
- AS 1287	- ETA 2678	
- AS 1382N	- ETA 2783	
- AS 1430		
- AS 1453	FELSA mechanisms:	
- AS 1456	- FELSA 465	
- AS 1700	- FELSA 690	
- AS 1702		
- AS 1716	FHF mechanisms:	
- AS 1780	- FHF 28	
- AS 1931	- FHF 96	
- AS 1950		

Gallery



Atlantic, 1930s/1940s, small second, series and model not specified



Atlantic model PRECISION, 1940s, small second, series and model not specified



Atlantic, 1940s, small second, series and model not specified



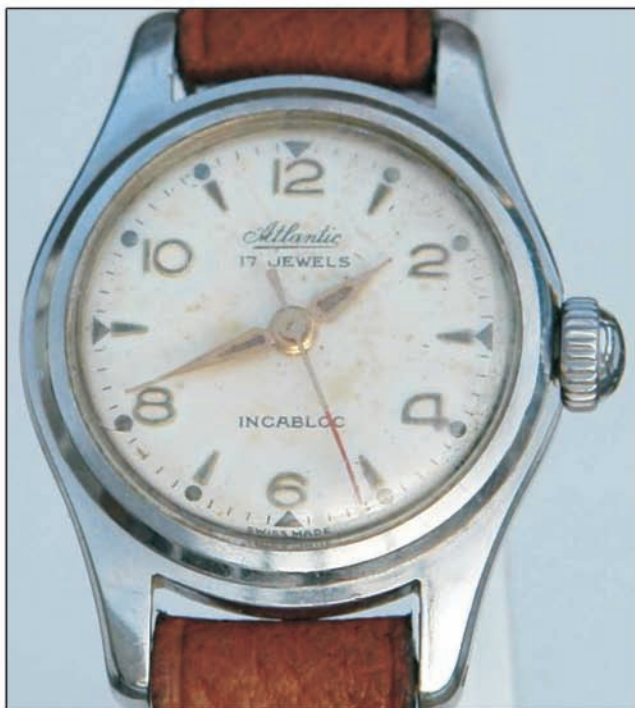
Atlantic, 1940s , series and model not specified



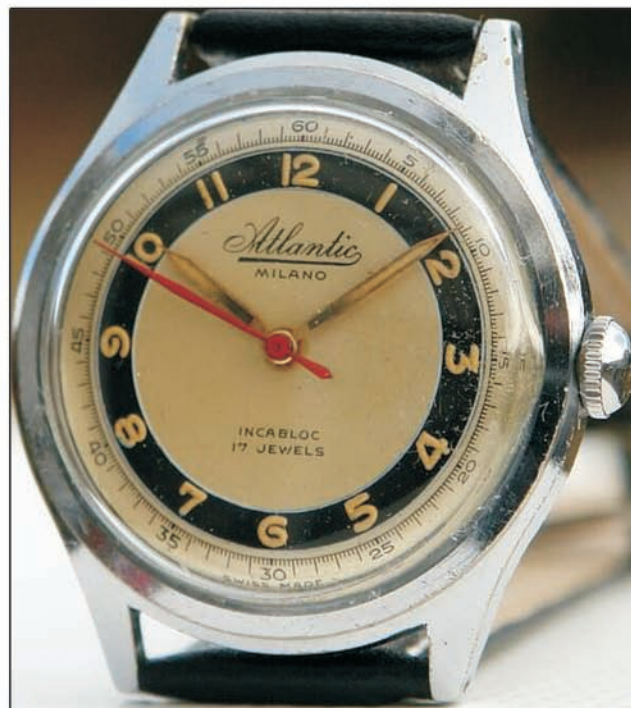
Atlantic, 1940s, series and model not specified



Atlantic, 1940s/1950s, series and model not specified, typical crown



Atlantic, 1940s/1950s, series and model not specified, typical crown



Atlantic model MILANO, 1940s/1950s, typical crown



Atlantic model SPEEDWAY ROYAL, 1950s



Atlantic Varldsmastarur series, 1940s/1950s,model not specified, typical crown



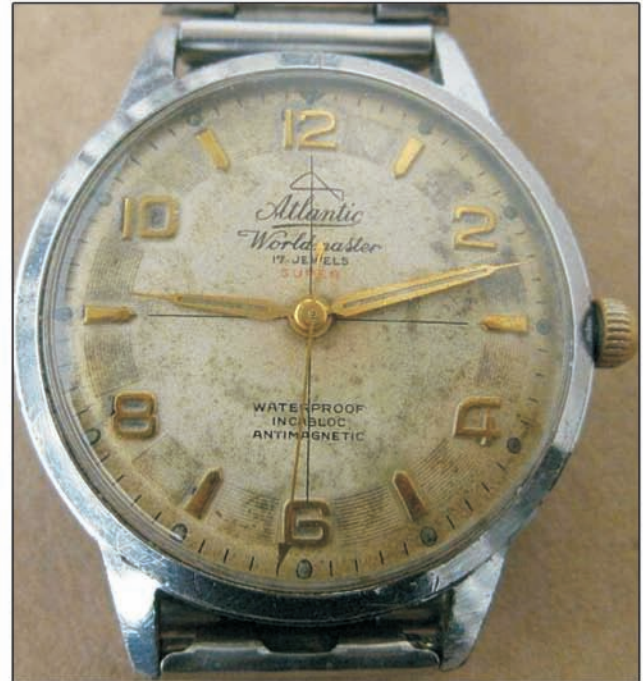
Atlantic Varldsmastarur series, 1940s/1950s, model not specified, typical crown



Atlantic Weltmeister series, model EXTRA, 1950s



Atlantic Worldmaster series, 1950s, model not specified, typical crown



Atlantic Worldmaster series, model SUPER, 1950s



Atlantic Worldmaster series, model EXTRA, 1950s, guilloché dial



Atlantic Worldmaster series, model EXTRA, 1950s, guilloché dial



Atlantic Worldmaster series, model EXTRA, 1950s, guilloche dial



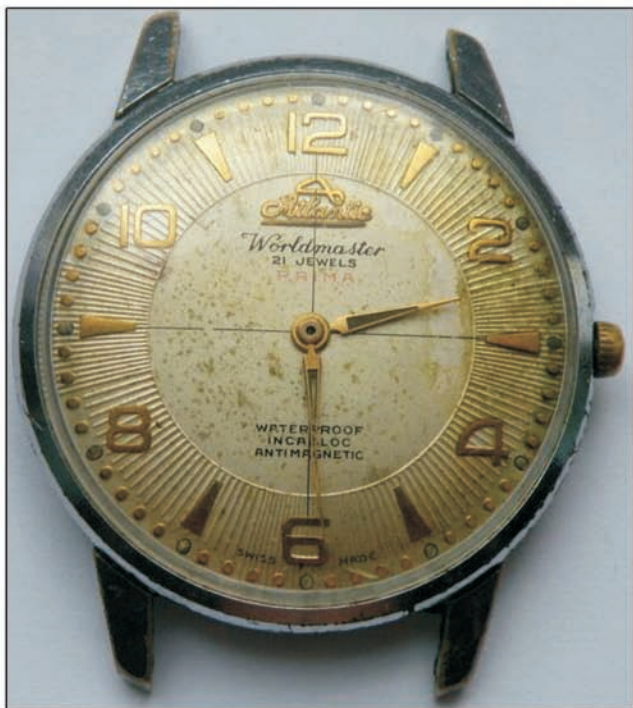
Atlantic Worldmaster series, model EXTRA, 1950s, guilloche dial



Atlantic WOLMEISTER series/model, 1950s



Atlantic Varldsmastarur series, model EXTRA, 1950s



Atlantic Worldmaster series, model PRIMA, 1950s



Atlantic, 1950s, series and model not specified



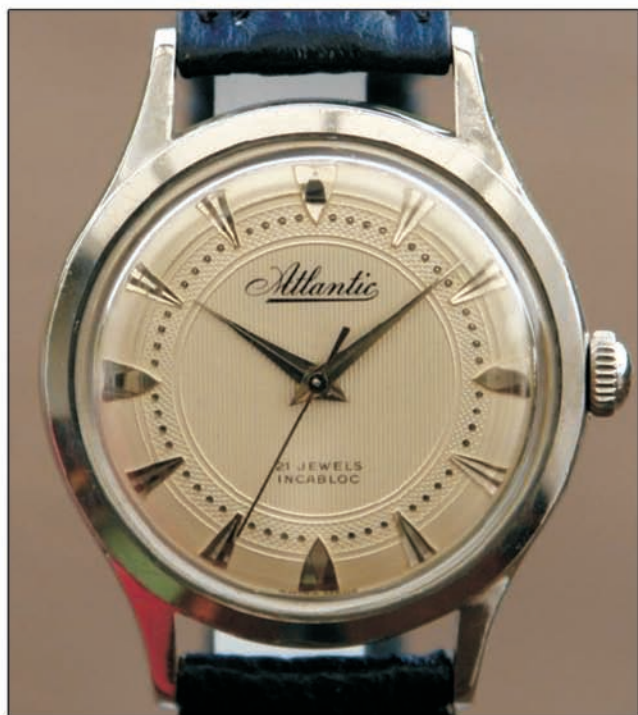
Atlantic Worldmaster series, model SPECIAL, 1950s



Atlantic Worldmaster series, model SUPER, 1950s



Atlantic Worldmaster series, model SUPER DE LUXE, 1950s Atlantic Worldmaster series, model SUPER DE LUXE, 1950s



Atlantic, 1950s, series and model not specified, typical crown



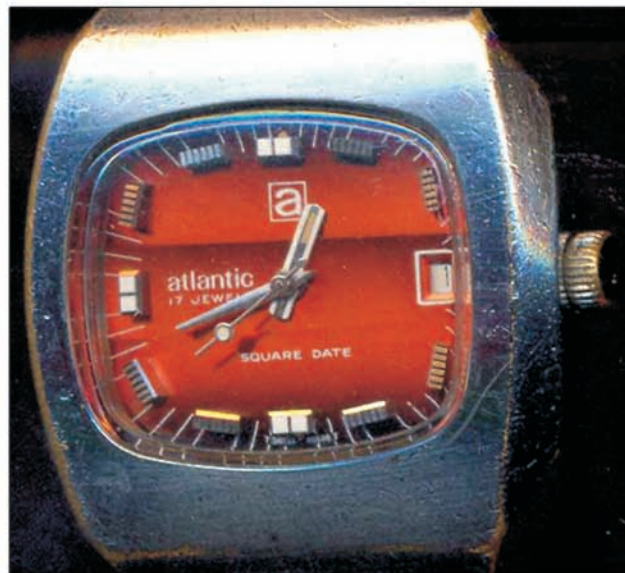
Atlantic, 1950s/1960s, automatic, series and model not specified



Atlantic Worldmaster series, model ORIGINAL, 1950s/1960s Atlantic Worldmaster series, model ORIGINAL, 1950s/1960s



Atlantic model MONZA, 1960s/1970s



Atlantic model SQUARE DATE, 1960s/1970s



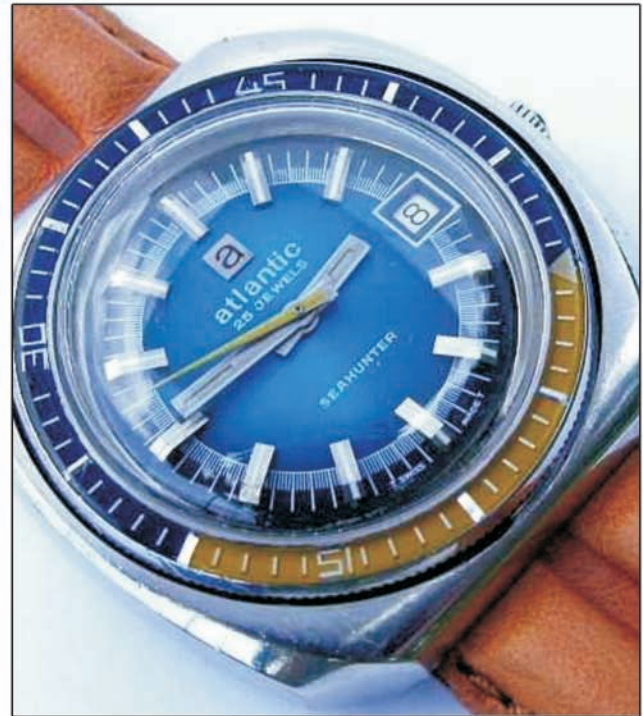
Atlantic model BEACHBOY, 1970s



Atlantic model BENMATIC DD, 1970s



Atlantic model ROVER, 1970s



Atlantic model SEAHUNTER, 1970s



Atlantic model TIMEROY CS, 1970s



Atlantic model TIMEROY UT, 1970s



Atlantic model TRAVELMATE, 1970s, alarm



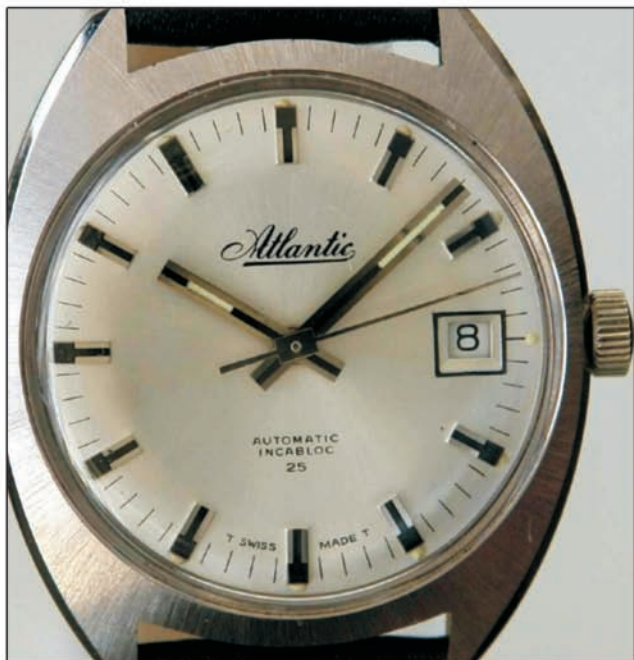
Atlantic model TROUBADOUR, 1970s



Atlantic model SILVERSTREAK, 1970s



Atlantic, 1970s, series and model not specified



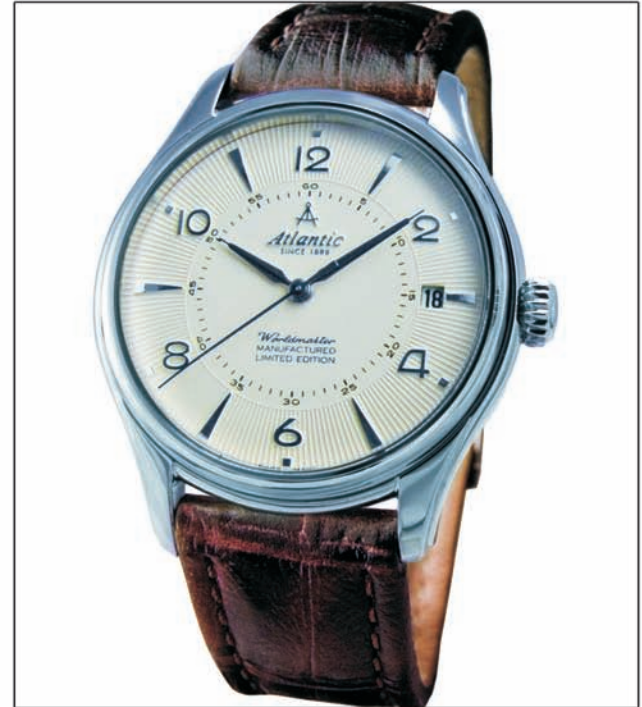
Atlantic, 1970s, series and model not specified



Atlantic Worldmaster series, 1980s



Atlantic Worldmaster series, model Art Deco, 1990s



Atlantic Worldmaster, 2008, limited edition to 333 pieces only, original movement HB 313



Atlantic Worldmaster CHRONOGRAPH, 2008, limited edition to 120 pieces only , automatic with Valjoux 7750 movement



Atlantic Worldmaster series, model Art Deco, 2009, automatic



Atlantic Worldmaster series, 2009, limited edition to 121 pieces only



Atlantic Worldmaster CHRONOGRAPH, 2009 , automatic with Valjoux 7750 movement

Final Conclusion

Old Atlantic watches are like an never ending story. When you start to think that you have seen them all and that there is nothing that can surprise you, another one appears. One thing is sure though, ATLANTIC watches and tedium are two contradictions.

Old Atlantic watches are also the stories of people who came to be their owners in very different, sometimes peculiar ways. For me, Atlantic is an adventure with watches and people who consider them as something more than just an everyday device for measuring time. The adventure is still alive and it is taking more and more fabulous forms. You are holding one of such examples in your hands, dear reader. Is there an ATLANTIC watch on your wrist by any chance?

Wojciech Kutermankiewicz