



Specifications: Center second, 17 jewels  
Movement size: Outside diameter 26.0 mm  
Thickness 4.4 mm

### Product Features

The Marvel, Epson's\* first original mechanical watch, was widely hailed as a stroke of genius by outside observers. It became the basis for Epson's watch business and was an explosive hit as Japan's favorite mechanical watch of the day.

To further improve timekeeping accuracy and to simplify the processing and assembly of parts, the outer diameter of the movement was increased from 10.5 ligne (23.75 mm) to 11.5 ligne (26 mm), becoming the first Japanese watch of this size. The Marvel had an innovative construction. At least 17 jewels were used (some models used 19 or 21 jewels), the shape of the wheel and pinion were changed, the position of the bearing hole was also changed in order to counteract for the displacement in the central axis, and the position of the hole for mounting the balance bearing, as well as the method of attaching the balance bearing, was changed. Although there was a trend in watch design at that time to increase the outside diameter of movements to make the time easy to see, the Marvel was also in the vanguard of a move toward larger watch cases.

In addition to having made full use of an original size design and new manufacturing techniques, the company improved quality and productivity as a result of progress in part-processing technologies that was achieved by introducing new production equipment.

### Background

The Seiko Super was leading the domestic watch market in Japan in the first half of the 1950s. The first center-second model (a watch with the hour, minute, and second hands in the center) produced by the company, the Super was a market leader since its release in 1950 and has served as the model for further Seiko watch development. The watch was upgraded from 8, 9, 10, 11, 15 and, finally, to 17 jewels. Aside from being equipped with an anti-shock assembly, a waterproof case, and a calendar, the watch was available with a variety of cases and dials. However, there was still room for improvement with respect to the accuracy and productivity of the Super. Furthermore, the popularity of big watches over small watches was increasing. The basic movement of the watch was therefore reviewed, and the Seiko Marvel was built with the intention of improving accuracy, productivity, and ease of maintenance. The Marvel was released on Time Memorial Day, June 10, 1956.

### Impact

In the development of the Marvel, advances in the thoroughness of manufacturing techniques, automated production, volume production, and cost cuts were achieved. The results were shown clearly in a study sponsored by the Ministry of International Trade and Industry that compared the quality of Japanese watches. In 1957, the Marvel took some seven of the top ten places, including the top five. In 1958, it managed to take the top nine places.

In 1957, it was also the first Japanese watch to win the men's wristwatch division of a contest held by the Japan branch of the American Horological Society, surpassing non-Japanese models such as the Omega. The Marvel lived up to its name and helped earn Japanese timepieces a reputation for excellence that resounded all over the world, even as far as Switzerland.

The technology cultivated during the development of the Marvel became the base for the introduction of later mechanical watches, such as the Seiko Crown and Seiko Gyro Marvel, which overwhelmed the market with their further improved accuracy and advanced features. Furthermore, this technology became the engine that powered the development of the world's first successfully commercialized quartz watch.

\*Then known as Daiwa Kogyo Ltd. and Daini Seikosha's Suwa Plant, which later merged to become Suwa Seikosha Co., Ltd.