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Facts on Bulova's History

1. Origins as "Classic New York" as Folded Pizza Slices

Bulova's story begins in New York City in 1875, when Joseph Bulova, a Bohemian immigrant, founded the J. Bulova Company. At a time when pocket watches ruled and precision timekeeping was reserved for the wealthy, Bulova dreamed bigger. Along with selling watches, he wanted to change how they were made.

2. Setting the Standard in the 1920s and Beyond

The Roaring Twenties weren't just about jazz, moonshine, and flappers. In 1926, Bulova made broadcasting history with the first national radio commercial: "At the tone, it's 8 o'clock, Bulova Watch Time." During World War II, Bulova supplied timing devices and military instruments, cementing its place in American life. And in 1960, the brand unveiled the Accutron, the world's first fully electronic watch powered by a tuning fork.

3. From Space to Pop Culture

Speaking of NASA, Bulova timekeeping instruments found their way into space missions and even onto the lunar surface. Back on the ground, Bulova became a cultural staple. From the bold Chronograph C "Stars and Stripes" to the sleek Jet Star of the 1970s, Bulova didn't settle for just marking minutes. For many families, a Bulova was the chosen gift for graduations, promotions, and milestones.

4. Reinvention and Modern Revival

For a brand founded in the 1800s, Bulova has never felt stuck in the past. Instead, it's leaned on its heritage while driving forward with fresh designs and cutting-edge accuracy. Bulova also keeps its edge through collaborations with designers, musicians, and cultural icons, proving its relevance hasn't dimmed.

5. Why Bulova's Legacy Still Matters

So why does all this history matter when you're just picking out something for your wrist? Because Bulova has never been about chasing trends. It's about showing up with something precise, picturesque, and practical. Owning a Bulova means owning a bit of timekeeping history.