

Exact reproduction of the Gruen Watchmakers Guild "Service Workshops" on Time Hill, Cincinnati, where duplicate standardized parts are always on hand.



How the Gruen Pat. Wheel Construction made an accurate watch thin. The shortness of staff makes watch more durable



The Gruen idea that made an accurate thin watch possible

FIFTEEN years ago men were saying, "Watches cannot be made thinner, more beautiful without sacrificing accuracy and durability." The wheel train illustration above shows how Gruen did it.

A very simple idea—you wonder why no one thought of it before. Just a rearrangement of the wheels that saved half the movement space without cutting down the size or strength of parts. So the Gruen Verithin—America's first accurate thin watch—was made possible.

Cased in the specially designed, hand-wrought cases of the Gruen Guild, this watch quickly set a new standard for Precision accuracy in a pocket timepiece of beautiful form.

When you compare it with other watches, open the back of the case and note that even the inside dust protection cap is not sacrificed to gain its thinness. (See illustration.)

Since the production of the Gruen-Verithin, further achievements of the Gruen Watchmakers Guild have resulted in the production of the Very-Verithin, the Ultrathin and the Ultra-Ultrathin.



The inside dust protection cap is not left out to gain thinness in the Gruen

Sold by about 1200 jeweler agencies—the best in each locality.

Write for the Gruen Guild exhibit.

A book of etchings and photographic plates showing Gruen Watches for men and women will be sent if you are sincerely interested.

GRUEN WATCHMAKERS GUILD
Time Hill, Morgan & Bennington Sts., Cincinnati, O.

Makers of the famous Gruen Watches since 1874, Canadian Branch, Toronto, Can.

GRUEN

Verithin and Wrist

WATCHES

- Gruen Verithins . . . \$50.00 to \$250.00
- Very-Verithins 60.00 to 250.00
- Ultrathins 200.00 to 300.00
- Dietrich Gruens 275.00 to 800.00

