



Patented

The new Louis XIV style. Solid Gold, \$100 to \$250. Gold filled (ultra quality) \$65 and up



The "Paris Square." Plain or Decorated. Solid gold, \$50 to \$200.



The "Modish." Plain or Decorated. Solid gold, \$65 and up

How Gruen Watchmakers standardized fine watch service

The Gruen Watchmakers Guild—an American organization—was built on a unique plan for making fine watches.

Instead of bringing, as is frequently done, a few Swiss watchmakers to America to train American workmen in that part of watchmaking which machines can't do, they took American machines to the Swiss craftsmen.

At Madre-Biel, Switzerland, Gruen gathered a group of the sons of the sons of world famous watchmakers. Equipped with the most modern machinery, operating on America's principle of standardization, these master craftsmen make the Gruen movements, and then do what no machine can do—skillfully finish by hand and adjust each movement to that Precision accuracy which really makes a fine watch.

The Guild Workshop on Time Hill, Cincinnati, is not an ordinary Trade Repair Shop where regular

repairs are sent—that is a function your local jeweler can perform. It is a real *Service Workshop*, where very badly damaged watches can be restored, and what is more important, where standardized duplicate repair parts are always on hand for prompt delivery to jewelers everywhere.

Thus does the Gruen Guild give you finest modern examples of American and Swiss watchmaking skill with complete standardized service behind it.

Remember, however—not every Swiss watch is a Gruen.

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 Verithins	\$40.00 to \$250.00
Very-Verithins	45.00 to 250.00
Ultrathins.	200.00 to 400.00
Dietrich Gruens.	275.00 to 785.00



GRUEN WATCHMAKERS GUILD, Time Hill, Iowa and Morgan Sts., Cincinnati, Ohio.

Makers of the famous Gruen Watches since 1874.

Canadian Branch, Toronto, Canada

GRUEN Verithin and Wrist WATCHES