



\$50 and
\$85

A MASTERPIECE of Swiss Art in Watchmaking

Louis XIV Model, Gruen Verithin Watch

DESIGNED in the characteristic style of Louis XIV, a period when beautifully-decorated and exquisitely-fashioned timepieces were created, this new model is unusually distinctive.

It has a plain center back, daintily-chased bevel edges, and a handsomely-chased dial decorated with raised gold numerals. Or it can be had with the pat. Louis XIV platinized raised gold numeral dial.

The movement is made in Madre-Biel, Switzerland, by the best modern Swiss craftsmen, many of them direct descendants of the old masters. It is made with 17 Ruby jewels,

is adjusted to five positions, to temperatures and to isochronism; accuracy is guaranteed.

In ultra-quality gold-filled, No. L14, \$50. In 14-kt., No. L144, \$85. Others with precision movements and 18-kt. cases, up to \$225.

Obtainable only through one of the 1200 Gruen jeweler agencies — the best in every locality — to whom the sale of Gruen watches is confined.

The Gruen Watchmakers Guild, Dept. T, "Time Hill," Cincinnati, Ohio. Workshops, "Time Hill" and Madre-Biel, Switzerland. Canadian Branch, Toronto, Ontario.

*How the Gruen Pat. Wheel
Construction made an
accurate watch thin*



*The shortness of staff makes
watch more durable*



GRUEN

Verithin Watch



"The most beautiful watch in America"