



HONOR



QUALITY

A TRIBUTE TO  
BUSINESS  
CHARACTER



STRENGTH



SERVICE



*Gold Medal-Actual Size*



*Reverse of Gold Medal*



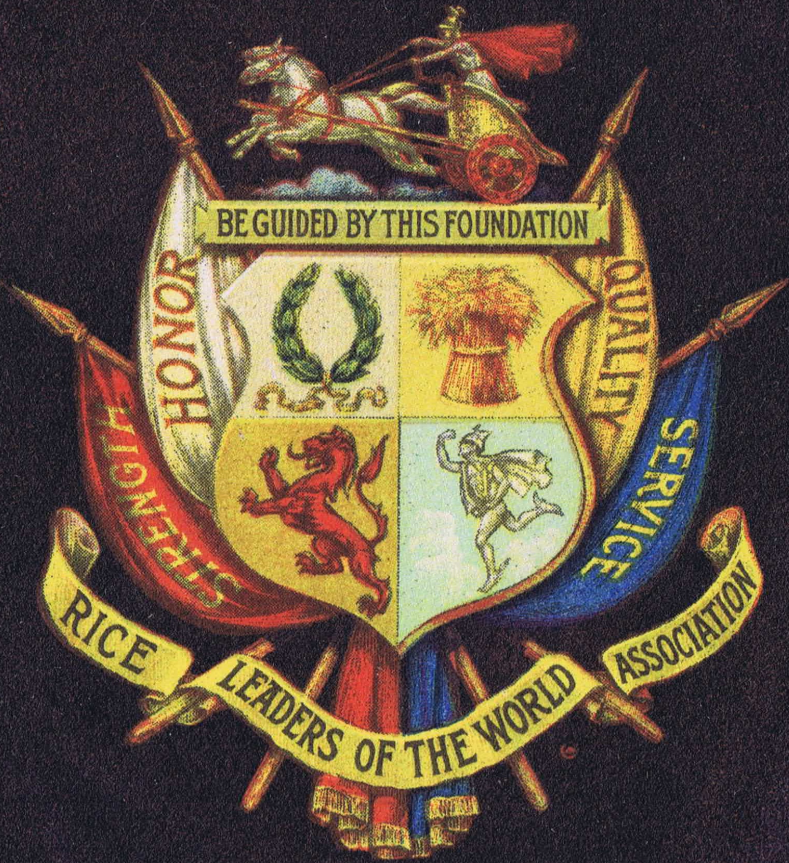
*Gold Medal-Actual Size*



*Presentation of the Gold Medal*

*Elwood C. Rice, LL.D. (right) presenting Gold Medal of Honor to*

*Fred. J. Gruen (center) and George J. Gruen (left)*

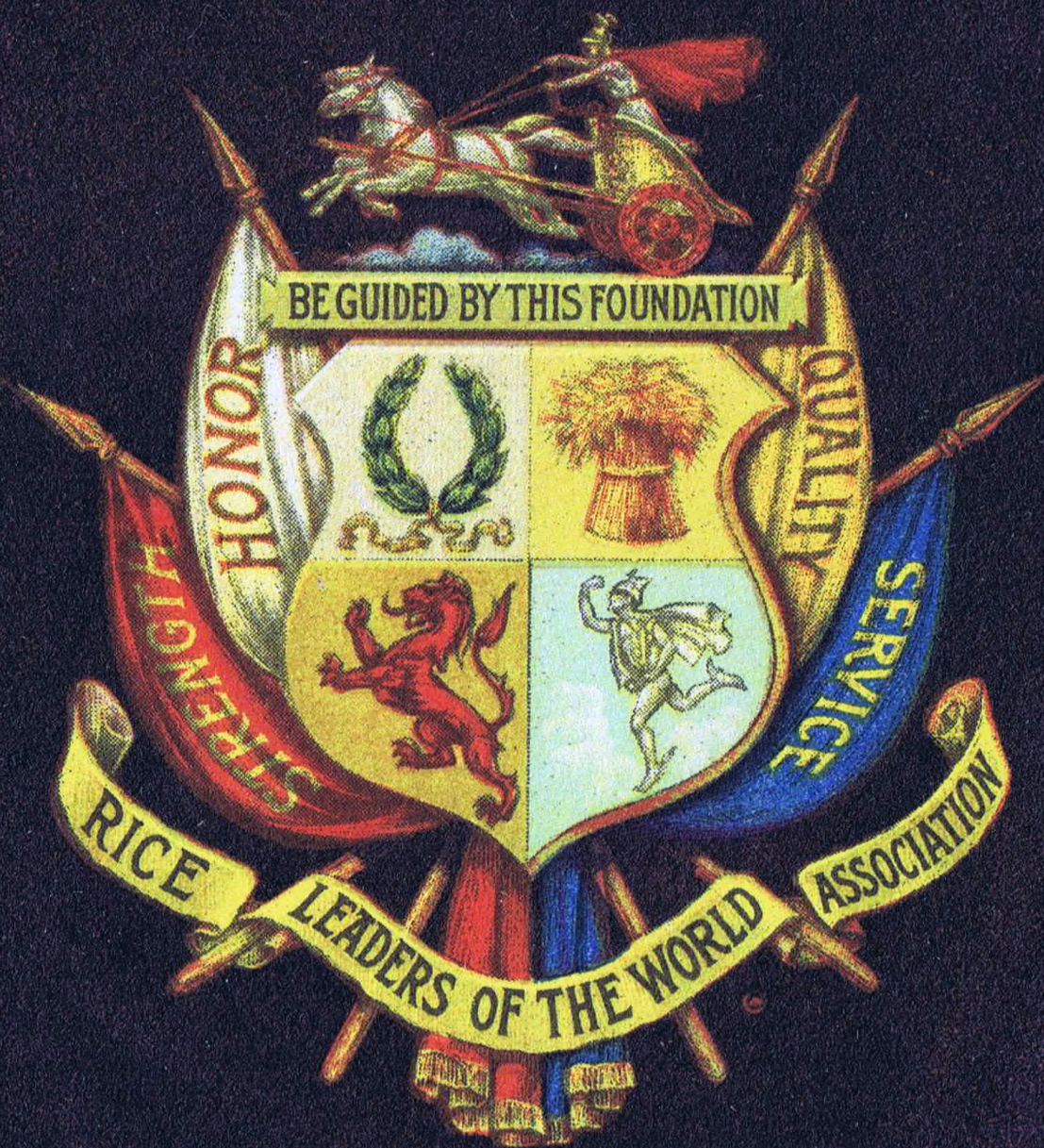


FOUNDED A.D. MCMXII  
By ELWOOD E. RICE

*Emblem of Business Character*

*shown by Members*

*on stationery, checks, calling cards, literature, etc.  
ever visualizing their Standards of Business*



FOUNDED A.D. MCMXXII  
By ELWOOD E. RICE



# Rice Leaders of the World Association

hereby awards its

## GOLD MEDAL

with all rights, privileges and honors pertaining thereto, to the

### Gruen Watch Makers Guild

of Time Hill - Cincinnati, Ohio, U.S.A.

MAKERS OF

### Gruen Veri Thin and Trist Watches

in recognition of the outstanding achievements of its governing officials and excellent organization, and their strict adherence during

### Ten Years Sustained Membership

to the High Standards of Business Conduct which constitute the Association's

### Qualifications for Membership

Honor

A recognized reputation for fair and honorable business dealings.

Quality

An honest product, of quality truthfully represented.

Strength

A responsible and substantial financial standing.

Service

A recognized reputation for conducting business in prompt and efficient manner.

And because their employment of these principles in a wide and ever-increasing field of Service to their fellowmen has been an inspiration and incentive to all who know them.

Wherefore, and in witness thereof, the Association's Official Seal has been affixed hereto and attested by its Founder and President this third day of December 1929.

### Rice Leaders of the World Association

At 745 Fifth Avenue  
New York, U.S.A.

*Elwood Rice*  
Founder and President



The original parchment (above) is one of the finest and richest in the United States. It is hand illuminated in beautiful colors and burnished pure gold. It is the work of several artists, including the two Italians who also produced the illuminated parchment depicting the Star Spangled Banner and the history of our Country, which was exhibited at the Philadelphia Exposition and will be permanently shown at the Smithsonian Institute.

**ELWOOD**  
ART AND ENGRAVING

745 FIFTH AVE - NEW YORK



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## GOLD MEDAL

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### Grueen Watch Makers Guild

of Time Hill - Cincinnati, Ohio, U.S.A.

MAKERS OF

### Grueen Veri Thin and Trist Watches

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ART AND ENGRAVING

745 FIFTH AVE - NEW YORK



BY INVITATION  
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Why we  
are proud  
to offer  
you



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Rice Leaders  
of the  
World

NEW YORK, U.S.A.

**GRUEN** Verithin and Wrist **WATCHES**

BY APPOINTMENT  
MEMBER OF



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