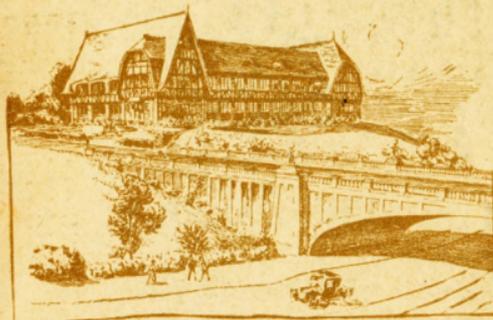




# ONLY FIXED RETAIL PRICES GIVEN

1917		1917													
	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	1917	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
Jan	..	1	2	3	4	5	6	Jul	1	2	3	4	5	6	7
	7	8	9	10	11	12	13		8	9	10	11	12	13	14
	14	15	16	17	18	19	20		15	16	17	18	19	20	21
	21	22	23	24	25	26	27		22	23	24	25	26	27	28
Feb	28	29	30	31	..	..	..	29	30	31	..	..	..	..	
	..	..	..	..	..	..	..	..	..	..	1	2	3	4	
	..	..	..	..	1	2	3	5	6	7	8	9	10	11	
	4	5	6	7	8	9	10	12	13	14	15	16	17	18	
Mar	11	12	13	14	15	16	17	19	20	21	22	23	24	25	
	18	19	20	21	22	23	24	26	27	28	29	30	31	..	
	25	26	27	28	..	..	..	..	..	..	..	..	..	1	
	..	..	..	..	1	2	3	2	3	4	5	6	7	8	
Apr	4	5	6	7	8	9	10	9	10	11	12	13	14	15	
	11	12	13	14	15	16	17	16	17	18	19	20	21	22	
	18	19	20	21	22	23	24	23	24	25	26	27	28	29	
	25	26	27	28	29	30	31	30	..	..	..	..	..	..	
May	..	..	..	..	..	..	..	..	1	2	3	4	5	6	
	1	2	3	4	5	6	7	7	8	9	10	11	12	13	
	8	9	10	11	12	13	14	14	15	16	17	18	19	20	
	15	16	17	18	19	20	21	21	22	23	24	25	26	27	
Jun	22	23	24	25	26	27	28	28	29	30	31	..	..	..	
	29	30	..	..	..	..	..	..	..	..	1	2	3		
	..	..	1	2	3	4	5	4	5	6	7	8	9	10	
	6	7	8	9	10	11	12	11	12	13	14	15	16	17	
Jul	13	14	15	16	17	18	19	18	19	20	21	22	23	24	
	20	21	22	23	24	25	26	25	26	27	28	29	30	..	
	27	28	29	30	31	..	..	..	..	..	..	..	..	1	
	..	..	..	..	1	2	3	2	3	4	5	6	7	8	
Aug	3	4	5	6	7	8	9	9	10	11	12	13	14	15	
	10	11	12	13	14	15	16	16	17	18	19	20	21	22	
	17	18	19	20	21	22	23	23	24	25	26	27	28	29	
	24	25	26	27	28	29	30	30	31	..	..	..	..	..	
Sep	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
Oct	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
Nov	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
Dec	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
	..	..	..	..	..	..	..	..	..	..	..	..	..	..	

The word "Verithin" is widely advertised and copyrighted by us—therefore when a very thin watch is asked for, it means a Gruen.



This is "Time Hill," in Cincinnati—the new American Home, service plant and case factory of the

## Gruen Watch Mfg. Co.

"Makers of the famous Gruen Watches since 1874"

In this establishment are produced the hand-wrought cases for the GRUEN watch movements which are made in the Swiss plant. Here these fine movements receive their final adjustments, are then inserted, and timed to positions, each in its case—thereby insuring the greatest accuracy before final distribution over the country.

Main Watch Factory Plant:  
**MADRE-BIEL, SWITZERLAND**

Canadian Branch:  
**TORONTO, CANADA**

*Duplicate parts always on hand.*

Products distributed by the Sales Co. direct thru about 1200 agency jewelers

**THE D. GRUEN, SONS & CO.**  
CINCINNATI, U. S. A.



## CHRONOLOGY

1874

**DIETRICH GRUEN**

1879

**GRUEN & SAVAGE**

D. Gruen      W. J. Savage

1892

**D. GRUEN & SON**

D. Gruen      Fred G. Gruen

1897

**D. GRUEN & SONS**

Dietrich Gruen  
Fred G. Gruen      George J. Gruen

1900

**The D. Gruen, Sons & Co.**  
**GRUEN WATCH MFG. CO.**

D. Gruen, *President*  
Fred G. Gruen,      George J. Gruen,  
*Vice-President*      *Secretary*

1911

Fred G. Gruen, *President*  
Frank W. Gruen,      George J. Gruen,  
*Vice-President*      *Secretary*

**"He profits most who serves best"**

## The Why and Wherefore

Why we have again issued the Gruen Blue Book will be clear to you, we believe, after you have glanced over its pages.

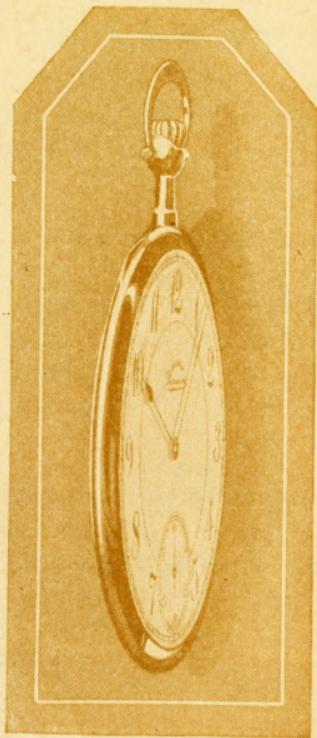
First of all, is the attempt to express to you at this, the best of all times of the year, our friendly feelings and good wishes, and to represent in its service as a memorandum book our genuine desire to serve you in your business.

Second, we have tried in this way to give you in compact form such complete information about the Gruen line of watches as will enable you to answer for yourself those questions which you might encounter from time to time.

We have made the Blue Book a permanent institution, and feel it has found a place of usefulness in the vest-pocket nearest your heart.

**GRUEN WATCH MFG. CO.**

"VERITHIN" means size



"PRECISION" means quality

How its thinness is attained in the movement.

THE OLD WAY | VERITHIN WAY



## Retail "IDEAL LIST" Prices GRUEN "VERITHIN" MODEL

*All in plain basine cases at these prices*

No.	Gold Filled Cases	
100	V5-Full jeweled, 5 adjts.	25 yr..... \$25.
101½	V5-	per Ultra.. 28.
101	V4-17 jewels,	25 yr..... 30.
102	V4-17 "	per Ultra.. 35.
103	V3-17 rubies Precision	.. 50.
120	V2-19 " Precision	.. 60.
121	V1-21 " Precision	.. 85.

### Solid Gold

104	Full jeweled 5 adjts.	14kt gold..... \$45.
105	17 jewel 5 adjts.	14kt gold..... 50.
106	17 jewel 5 adjts.	14kt gold..... 60.

*For Precision certificate see pages 23 and 24.*

107	17 rubies Precision	14kt gold.. 75.
108	19 rubies Precision	14kt gold.. 85.
109	19 rubies Precision	18kt gold.. 100.
110	21 rubies Precision	14kt gold.. 100.
111	21 rubies Precision	18kt gold.. 125.
112	21 rubies extra Precision	18kt gold.. 150.
114	21 rubies extra Precision	18kt guinea 175.
116	21 rubies Ultra Precision	18kt extra. 200.

Hunting, \$10 extra. Gilt dials, \$2 extra.

Louis XIV and Luminous  
dials and hands, \$5 extra.

## GRUEN "ULTRATHIN" MODEL

*"Thinner than the Verithin"*

113	19 rubies Precision	18kt gold . \$160.
117	19 rubies extra Precision	200.

### "ULTRA-ULTRATHIN"

115	19 rubies Ultra Precision	18kt..... \$250.
-----	---------------------------	------------------

In Platinum \$350 and up

**Note:**—Many watches are called and sold as Precision timekeepers that are not. If you want the very highest timekeeping perfection attainable look for the mark *Precision* on the movement—not merely the mark *Adjusted*.

## RETAIL PRICES

ONLY IN THIS BOOK

ADJUSTED MODELS \$25 to \$60  
guaranteed to come within railroad  
time requirements

PRECISION MODELS \$50 to \$250  
guaranteed to come within observatory  
time requirements, giving highest  
timekeeping perfection obtainable.

THE DIETRICH GRUEN, \$265 to \$650  
the world's finest pocket timepiece

At good jewelers

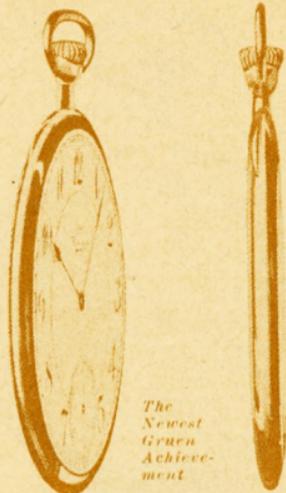
Write for 'One Word' from a Woman's Lips  
a booklet on watches and watchmaking  
every one should read before buying a  
timepiece

THE GRUEN WATCH MFG. CO.  
TIME HILL CINCINNATI, OHIO

Factories, Cincinnati and Madre Biel, Switzerland

Canadian Branch, Toronto

DUPLICATE PARTS TO BE HAD  
PROMPTLY THROUGH GRUEN DEALERS  
EVERYWHERE



The  
Newest  
Gruen  
Achieve-  
ment

### 19 RUBY JEWELLED VERY-VERITHIN

For this, the newest Gruen achievement, we claim, frankly,  
the greatest combination of watch values at the price.

The achievement consists not only in making a high class  
19 ruby jewel watch so beautifully thin, but at a moderate  
price.

Like all Gruen models, this Very-Verithin is guaranteed  
to perform day after day well within the timekeeping stand-  
ards set by railroads.

The ruby jewels are set in raised solid gold settings. It  
is adjusted to six positions, to temperature and isochronism.  
Its movement is made of the finest hardened materials, and  
has every known improvement, such as double roller, visible  
steel escapement, patent regulator, time adjusting screws,  
Breguet hairspring, and patent inverted train wheel system.

No. VV50—Ultra quality gold filled case, \$50.  
(wears better than 25 yr.)

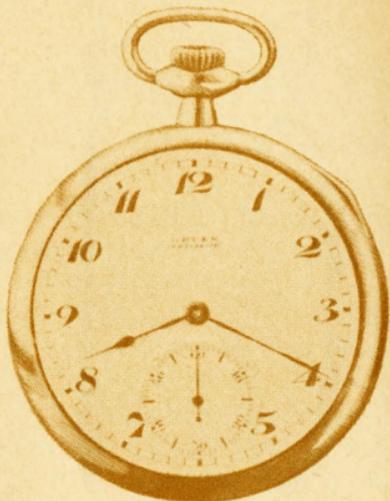
No. VV75—14kt solid gold case ..... 75.

No. VV100—18kt solid gold case ..... 100.

All cases made in regular or green alloy.

Louis XIV raised gold letter dial, \$5 extra.

A countersigned certificate of real value in the box, guar-  
anteeing this watch under the "Gruen-Special-Service-  
System."



**New No. 244 14kt Green-Gold Model, \$50.**

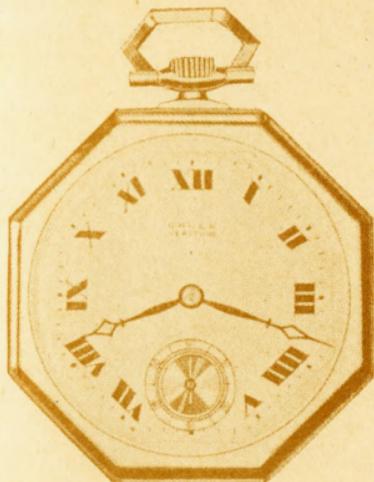
The famous green-gold used by the ancient Grecians and Egyptians in making their rich jewelry—the Gold of Character—hitherto obtainable only in very highest-priced watches, may now be had in a genuine 17-jewel adjusted to 5 positions, V4 Gruen Verithin. The gold case is solid 14kt green-gold all the way thru. Its richness and the quaint Old Ivory dial enhance the beauty of the Verithin design to a marked degree. 244L. Louis XIV dial, \$55.

With Precision grade movement:

244B	17 rubies Precision V3.....	\$75.
244C	19 rubies Precision V2.....	85.
244D	21 rubies Precision V1.....	110.
244E	21 extra rubies Precision VE.....	150.

Any with Louis XIV plat. or gilt dial, \$5 more.

The watchword of jewelers should be  
**Everybody Needs a New Watch**



Note that the second hand, as in every Gruen Verithin, is at the **bottom** of the dial, indicating a full size movement.

**New OCTATHIN Model**

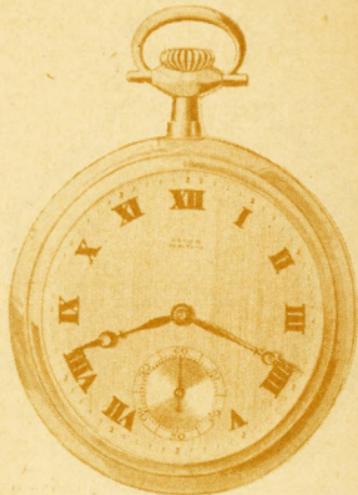
- O4 Ultra Quality, gold filled, regular or green alloy (wears better than 25 yr.) \$40.
- O44 17 jewel, V4 movement (see page 10)  
Same in heavy 14kt solid gold case.. 75.



"Gruen-Verithin" movements, with the trademark PRECISION engraved on the plates, are guaranteed to come within Observatory time requirements—which is the highest time-keeping perfection attainable—in heavy 14kt solid gold Octagon case—Priced as follows:

O43	17 jewel Precision, 14kt gold.....	\$90.
O42	19 jewel Precision, 14kt gold.....	100.
O41	21 jewel Precision, 14kt gold.....	125.
O41X	21 jewel Extra, 14kt gold.....	165.

Extra heavy green gold 14kt, \$10 extra.  
Louis XIV dial, raised gold figures, \$5 extra.



No. 284

**WITH NEW LOUIS XIV DIAL, \$40.**

An exclusive new style patent dial—Platinized Silver Gray (or gilt), with raised figures in solid gold (not soldered on) with new style hands—gives this watch a distinctive and rich appearance hitherto unknown in watches at any price. This model can be had with Arabic figured dial.

The movement is the genuine, original GRUEN VERITHIN, V4-17 jewel, adjusted to five positions, temperature and isochronism—the thinnest durable watch made in America and Switzerland.

The case is Ultra Quality Gold Filled (which wears better than a 25 year). 284A, 1N 14KT CASE, \$65.

With EXTRA-QUALITY PRECISION grade movement, 14kt case:

284B, 17 rubies, V3, \$80. 284D, 21 rubies, V1, .. \$115.  
284C, 19 rubies, V2, 90. 284E, 21 extra rubies VE, 150.

Description "Verithin size" movements  
Open and Hunting, American  
pendant set

**VE-21 JEWELS EXTRA PRECISION.**

Finest ruby jewels, raised solid gold settings, chronometer balance of stationary adjustment, patent gold train wheel system, Isochronal Breguet hairspring, double roller precision steel escapement, stop guard, poised fork, gold train, patent regulator, extra finely finished in all details, accurately adjusted to all temperatures, isochronism and all positions, solid gold dial.

**VI-21 JEWELS PRECISION.** Fine ruby jewels, etc., same description as VE, excepting the details of finish and adjustment. Adjusted to all positions, temperatures and isochronism.

**V2-19 JEWELS PRECISION.** Fine ruby jewels, center in gold setting, steel-capped escape wheel, chronometer balance of stationary adjustment, patent gold train wheel system, Breguet hairspring, double roller precision steel escapement, stop guard, patent regulator, adjusted to temperatures, isochronism and all positions.

**V3-17 JEWELS PRECISION.** Fine ruby jewels, description same as V2, except no capped escape; adjusted to temperatures, isochronism and all positions.

**V4-17 JEWELS.** Center jewel in red gold setting, adjusted to five positions, temperatures and isochronism. It has every known improvement, such as double roller, visible steel escapement, patent regulator, time adjusting screws, Breguet hairspring, compensating balance, safety sliding click, finest hardened materials.

**V5-FULL JEWELLED.** Adjusted to five positions, temperatures, double roller, visible steel escapement, patent regulator, Breguet hairspring, compensating balance, sliding click.

All of above movements are genuine Gruen Verithins, the thinnest, durable, accurate watch made in America and Switzerland, made possible by the patent inverted wheel train system which all have. For perfect workmanship and reliability as an accurate timekeeper, we, as manufacturers, guarantee this watch in every part and every way.

## The Dietrich Gruen

A new thin model watch pronounced by jewelers and horological experts to be

### The World's Finest Pocket Timepiece

Planned by Dietrich Gruen himself as his last work, and carried to completion by his associates, this watch sets a new standard in watch construction and finish, and is in every respect worthy of the name of this Master Watch Craftsman.

#### 18K-PRICES AT RETAIL:

**\$650.**

Minute repeater and split second, with minute register and safety locking device.

**\$465.**

Verithin Minute Repeater.

**\$350.**

Verithin model, with winding indicator.

**\$300.**

Plain watch, with winding indicator.

**\$265.**

Without winding indicator.

## 12 SIZE GRUEN

This is a complete watch, known as the regular American thin model, 12 size, for men.

Prices are retail for Open-face enamel dial.

*Hunting* in filled, \$2; 14kt, \$5 to \$10 more.

200	17 jewel 5 adjts. 20 yr.....	\$22.
201	17 jewel 5 adjts. 25 yr.....	25.
212	21 jewel Precision 25 yr.....	50.
204	17 jewel 5 adjts. 14kt.....	50.
205	17 jewel 5 adjts. 14kt heavy.....	60.
206	21 jewel 5 adjts. 14kt heavy.....	75.
213	21 rubies Precision 14kt heavy.....	85.
207	21 rubies extra Precision 14kt.....	100.
208	21 rubies extra Precision 18kt.....	125.
209	21 rubies No. 10 extra Precision 14kt	150.
210	21 rubies No. 10 extra Precision 18kt	175.

## 16 SIZE

300	17 jewel 5 adjts. 20 yr.....	\$22.
312	21 rubies Precision 25 yr.....	50.
313	17 jewel 5 adjts. 14kt.....	55.
307	21 rubies Precision 14kt.....	90.
308	21 rubies Precision 14kt heavy.....	100.
310	21 rubies No. 6 extra Precision 14kt	150.

## 12 and 16 SIZE Movements Only

both in *Open* and *Hunting*

Adjusted to positions, temperatures, isochronism.

325	17 jewel 5 adjts. ....	\$18.
326	17 rubies Precision .....	32.
327	21 jewel 5 adjts. ....	35.
328	21 rubies Precision .....	45.
329	21 rubies extra Precision .....	70.

Other grades are made not listed here.

**0 SIZE** movements only in 17 jewel adjt.

## Genuine "Gruen" Wristlet

Style  
W11



### REAL TIMEKEEPERS— NOT JUST JEWELRY

Gruens are made with all that skill in small watchmaking for which the name Gruen has become famous. The reputation for precision timekeeping won by the Gruen Verithin Watch is your guarantee of real timekeeping qualities in Gruen Wristlet Watches.

*Duplicate materials always on hand, insuring repairs in case of accident.*

We do not use 20 year filled bracelet heads as we believe they will not wear satisfactorily on the arm—owing to perspiration.

### Values Guaranteed Unequaled

Many other styles alter these prices  
Retail prices, white or gilt dial

#### 25 year gold filled head and bracelet

*For Wristlets selling at \$12.50 to \$35.00 see pages 18-19.*

723	15 jewel adjusted W11 .....	\$25.
	<b>14kt head and bracelet</b>	
791	15 jewel adj. W11½ .....	30.
728	15 jewel adj. W11½ .....	35.
729	15 jewel adj. W11½ .....	40.
730	15 jewel adj. W11 .....	45.
839	15 jewel adj. Green Gold, Louis XIV dial .....	50.
740	15 jewel adj. Engraved .....	50.
743	15 jewel adj. Short Links .....	50.
741	15 jewel adj. W83 .....	55.
732	15 jewel adj. White Gold .....	65.
738	18 rubies Precision W11 .....	75.

742	18 rubies Precision W11....	\$100.
745	15 jewel adj. W11.....	100.
748	15 jewel bezel with diamonds	125.

#### 18kt head and bracelet

749	15 jewel adj. W11 .....	85.
750	18 rubies Precision W11....	110.
751	18 rubies Precision W11....	150.

#### Platinum head and bracelet

Sell from \$200. to \$350.  
With diamonds 275. to 750.

## OCTAGON

Made to retail at \$25, \$35, \$50, \$65, \$75, \$100, in wristlet and convertible form. Other odd shapes in silver, gold and platinum.

### Silk Ribbon Wristlets

Made in all styles to retail from \$25 up, in gold filled and 14kt solid gold, in regular, green and white gold alloys, also platinum.

Green and white gold are not colors but alloys.

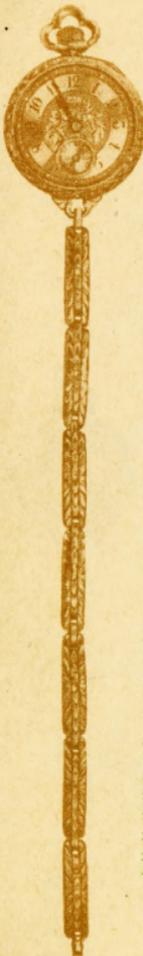
Shapes: square, oval, octagon, tonneau, bascine and others.

## JEWELS

*Number of jewels is not alone indicative of quality, but **better quality of materials** and more accurate **Precision Adjustments** of each grade is what makes the difference in price between the grades.*

Style  
W3





## GRUEN "Convertible" WRISTLETS

For Convertibles selling at \$12.50 to \$30.00 see pages 18-19.

C10	15 jewel adj., all 25 yr.....	\$25.
C90	15 jewel adj., all 14kt.....	30.
C17 1/2	15 jewel adj., all 14kt.....	35.
C16	15 jewel 14kt Louis XIV.....	40.
C18	15 jewel adj., all 14kt.....	40.
C19	15 jewel adj., all 14kt.....	45.
C48	15 jewel adj., all 14kt engrav. 50.	
C839	15 jewel adj., Louis XIV dial, green gold..	50.
C28.	15 jewel adj., all 14kt.....	55.
C21	18 jewel Precision, all 14kt..	75.
C22	18 jewel Precision, all 14kt..	100.

### Gruen OCTAGON Convertibles

C723	15 jewel adj., all 25 yr.....	25.
C753	15 jewel adj., all 14kt.....	35.
C729	15 jewel adj., all 14kt.....	40.
C730	15 jewel adj., all 14kt.....	45.
C839O	15 jewel adj., Louis XIV dial, all 14kt..	50.

## Outing and Military Watches

### 17 Jewel Adjusted Men's Strap Wristis

M50	Nickel.....	19.00
M51	Silver.....	20.00
M52	Gold filled.....	23.00
M53	Silver platinized.....	25.00
M53R	Silv. plat., Radium dial	28.50
M54	Silver Pat. Paris Sq....	25.00
M54R	Silv. plat., Radium dial	28.50
M57	Silver Square 11'''', 15 j.	30.00
M57R	Silv. Rad. Sq. 11'''', 15 j.	32.50
M57X	Silv. Rad. Sq. 11'''', 17 j.	35.00
M57XR	Silv. Rad. Sq. 11'''', 17 j.	37.50
M55	14kt Solid Gold.....	45.00
M544	14kt Solid Gold Sq....	75.00

Why not sell a watch for every occasion?

## "LADY GRUEN"

### Chatelaine Plain



For Chatelaines selling at \$12.50 to \$25.00, see pages 18-19.

404	15 jewel adjusted 25 yr. Htg.....	\$22.50
490	15 jewel 25yr.....	25.00
407	15 jewel adjusted 14kt.....	30.00
409	15 jewel adjusted 14kt.....	32.50
408	15 jewel adjusted 14kt.....	35.00
410	15 rubies Precision 14kt.....	42.00
411	17 rubies Precision 14kt ..	50.00
413	19 rubies Precision 14kt.....	65.00
415	19 rubies Precision 18kt.....	75.00
417	18 rubies Precision 18kt.....	100.00
418	18 rubies Precision 18kt.....	125.00
419	In Platinum.....	175.00
	Diamonds in Platinum.....	up to 750.00

We make chatelaines in engraved, carved and diamond decorated cases. Enamels for sautoirs.

## "LADY GRUEN" O SIZE Hunting

603	17 jewel adjusted 20 yr.....	20.00
600	17 jewel adjusted 25 yr.....	25.00
601	17 jewel adjusted 14kt.....	35.00
602	17 rubies Precision 14kt.....	50.00

The difference between an American-Swiss Gruen and a domestic American watch compares the same as a Panama hat with an American hat, or an oriental rug with a domestic one. GRUEN watches have been on the market 43 years.

## Watch Specialties Co.'s Line

made under D.G.S. guarantee mark

**"A good watch at a low price"**

*The watches imported and sold in this department are not made in the factory of the Gruen Watch Co., but by contract and special supervision under the Gruen guarantee and service.*

D1	7 jewel	Nickel 12 size O.F.	.....\$5.50
D2	7 jewel	Silver 12 size O.F.	..... 7.50
D3	7 jewel	20 yr. 12 size O.F.	..... 9.00
D4	17 jewel adj.	20 yr. 12 size O.F.	.....15.00
D10	17 jewel adj.	Nickel 12 size O.F.	.....10.00
D12	17 jewel adj.	20 yr. 16 size O.F.	.....15.00
D5	17 jewel adj.	25 yr. Col. Ser.	.....18.00
D6	21 jewel adj.	20 yr. 12 size O.F.	.....20.00
D7	21 jewel adj.	25 yr. Col. Ser.	.....25.00

Hunting, \$2.50 extra.

### MEN'S WRISTS, Outing Watches

D13	15 jewel Silver, 13 ligne	..... 9.00
D13R	15 jewel Silver, " Luminous dial	10.00

### STRAP "WRISTLETS" for Ladies

772	7 jewel Gun-metal, strap	..... 8.50
773	7 jewel Silver, strap	.....10.00
774	7 jewel 25 yr. filled, strap	.....12.00
775	7 jewel Silver Octagon, strap	.....12.50

*(Same in Chatelaine)*

### SILVER WRISTLETS

763	7 jewel Silver bracelet	.....11.50
761	7 jewel Silver enamel bracelet	.....12.50
C11S	7 jewel Silver Convertible	.....12.50
C12S	15 jewel Silver Convertible	.....15.00
C13S	15 jewel Silver Convertible	.....18.00

Many others in Silver, Niello decorated cases.

## W. S. Co. Department

sold under Gruen Guarantee

### D. G. S. "CONVERTIBLE" WRISTLETS

C11	7 jewel, all 25 yr.	.....\$12.50
C12	15 jewel adj., all 25 yr.	..... 15.00
C13	15 jewel adj., all 25 yr.	..... 18.00
C20	15 jewel adj., all 25 yr.	.....20.00
C25	15 jewel adj., all 14kt	..... 25.00
C14	15 jewel adj., all 14kt	..... 30.00
C17	15 jewel adj., all 14kt	.....35.00

### D. G. S. "GENUINE" WRISTLETS

#### 25 year gold filled head and bracelet

699	7 jewel	..... 12.50
698	15 jewel W11	..... 15.00
702	15 jewel adjusted W11	..... 18.00
722	15 jewel adjusted Engraved	..... 18.00

#### 14kt head and bracelet

807	15 jewel	..... 25.00
731	15 jewel adj. W11½	..... 30.00

### OCTAGONS

C702	15 jewel adj., all 25 yr. Convertible	..... 20.00
C713	15 jewel adj., all 14kt Convertible	..... 35.00
S702	15 jewel adj., 25 yr., silk ribbon	..... 20.00
S713	15 jewel adj., 14kt, silk ribbon	..... 30.00

Made plain and engraved.

### SILK RIBBON WRISTLETS

To sell for \$15, \$18, \$20, \$25, \$30.

### NURSE (Sweep Second) WATCHES

N17	15 jewel adj., Silver Chatelaine	..... 15.00
N18	15 jewel adj., 25 yr. Chatelaine	..... 15.00
N19	15 jewel adj., 14kt Chatelaine	..... 25.00
NC13	15 jewel adj., 25 yr. Convertible	..... 20.00
NC25	15 jewel adj., 14kt Convertible	..... 30.00
776	15 jewel adj., Silver Strap	..... 15.00

### CHATELAIN PLAIN

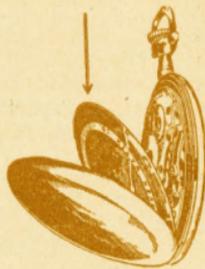
400	15 jewel steel or silver	..... 12.50
401	15 jewel steel or silver	..... 15.00
422	15 jewel 25 yr. filled	..... 15.00
402	15 jewel 25 yr.	..... 17.50
403	15 jewel 25 yr.	..... 20.00
405	15 jewel 14kt	..... 25.00

*Engraved filled retail \$1.50 extra*

## Two important things to look for in buying any thin watch

1.—Open the back and see that the inside double protection cap is there, as here shown.

2.—See that the second hand is down at the bottom of the dial, to insure getting a proper full-size movement to fill out the entire inside of the case, namely, a man's size works in a man's size case.



Manufacturing merely a thin watch—

And manufacturing a thin watch that is highly accurate and durable—

Are two entirely different matters.

You want a thin model of course, but you want the thinness in the movement, **not made thin at the expense of durability and accuracy, by leaving out the inside dust cap,** or by using a cheap makeshift, one-hinge cup case, that has only one snap to hold it together and no cap to protect the movement. Others are made to appear thin by inserting a smaller movement (often a ladies' size) with a large, out-of-proportion, spread dial in a man's size case.

There is only one way to make a watch logically thin, and that is as invented in the GRUEN "VERITHIN" (shown on page 4), which is the only genuine thin model made; that is not a thick watch cut down to make it thin.

## Jewelers' Watch Repair Department

### The Cornerstone of Your Business

A few friendly suggestions to make it profitable. Employ watchmakers of good ability, paying them well, then insist on having before you a positive schedule of prices, arranged on a profit-making basis.

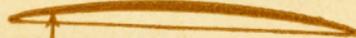
*Sell your work as you do merchandise.* If a watch needs a balance staff, a hole jewel cleaning, two plate screws and a case screw, and the total of these charges should be \$6.25, get that 25 cents you are entitled to. You have earned it, and if you sell your work your customer will gladly pay for it. In arranging this schedule *be sure to increase the cost of 11, 10 or 9 ligne work 25% and 8 or 7 ligne 50% higher than for the 12 and 16 size work.* It costs more to do, and you are justified in making this additional charge.

Let us suggest these rules which, if adhered to, will dissipate many of our repair counter troubles: First, never make an offhand estimate on repairs. Insist on an estimate based on a thorough examination. Agree on a price before the work is done. Never ask a woman if she has dropped her watch, but be positive to ask her if she has dropped it *more than once.* The reply will invariably be "Only once."

Insist on sufficient time to do first class work and allow for a sufficient regulating period. When your customer calls at the appointed time, have the watch ready for him. Don't disappoint.

# GRUEN Double Lenticle Glasses

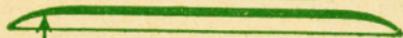
REGULAR LENTILE



Where the hands rub  
on the lenticle glass

The kind that gives trouble and should never be used on any men's thin model or small ladies' Wristlet watches.

Trade **DOUBLE LENTILE** Mark



Here is the double curve  
at the outer edge, where it

*"Lets the hands pass freely"*  
without using any higher glass



Watchmakers know the difficulties they encounter and their time consumed to regulate watches on account of improper shaped glasses. We had this *special ground glass* made, not to get into the glass business, but to *render a service*; to insure satisfaction in our watches by having these proper glasses used, as it seems no one handled such a glass,—only at special ground prices, prohibitive for general use.

To get our dealer agencies to stock and use them generally for all makes of watches, we have set the *prices the same as the ordinary lenticle*—namely: \$1.25 per dozen or \$15 per gross—with a cabinet box.

Made in all sizes from  
5-8/16 to 19-8/16.

**AL 1**—our 1 gross assorted for men that will fit 80% of the 12 size. **AL 2**—our 1 gross assorted for ladies that will fit 90% of the Wristlets that come into your store to be fitted. *It's economy and service.*

Kindly send in a trial order direct, or thru your jobber. Guaranteed satisfaction to you, or can return them.

—GRUEN NATIONAL WATCH CASE CO.

Guarantee and Permanent Registration

under the

## Gruen Special Service System

for Precision Grades only

Every "GRUEN" watch in class trade marked "PRECISION" has every adjustment (8) so as to come inside of best *observatory time* requirements, which are much more exact than the time required under railroad time watch inspection rules.

All "GRUEN" watches simply marked Adjusted to 5 positions and temperature (without mark "PRECISION") come inside of what is regularly known as accurate Railroad time.

All "PRECISION" grades are sold under the GRUEN S. S. SYSTEM direct to the purchaser, from the maker, through our bonded agents.

Under this system, upon receipt of a certain application card with purchaser's and jeweler's signature, we send owner a Guarantee Certificate made out in his name. This certificate is mailed owner, thereby giving owner a double guarantee, from both the maker and dealer in his locality, that his watch will give him satisfaction in every particular.

This Guarantee Certificate will only be sent upon receipt of this card, as we then know that the watch is sold through one of our bonded agents who is selected for his ability as a watch authority. This guarantees that the watch has had proper attention by the watchmaker and comes to him uninjured, with fresh oil, direct to wearer just as it came from the factory, not after being handled through several jobbing channels.

The perfection of accuracy attained in "GRUEN-PRECISION" grades necessarily limits the production, because of the special care each watch receives, thus enabling us to give this extra guarantee service.

The card sent in will be filed as a permanent record for future identification of the watch, in conjunction with its watchmaker's and factory records.

All rights reserved by THE GRUEN WATCH MFG. CO.

## Factory Guarantee Certificate

Which is sent with every Precision Watch according to S. S. System (page 23)

This is to certify that the watch bearing the above numbers, sold to Mr.

is a genuine "GRUEN-PRECISION" — a foreign-American watch—made under American ownership. It is the product of the best in American methods, the machine-made idea, combined with that Swiss-inherited skill for fine hand-finishing and adjusting after the machine has done its work.

This watch is designed upon the highest mathematical principles of horology, embodies every known improvement for accuracy and durability, is made of the finest finished material throughout, and is guaranteed against any original defect in material. It is further guaranteed that duplicate parts are always on hand at the Cincinnati U. S. A. factory and "GRUEN" agencies everywhere, insuring prompt repairs in cases of accident.

Highest timing perfection is attained in these "GRUEN" grades marked "PRECISION." These grades have a chronometer style balance with solid gold screws; a detachable staff, which can be removed without disturbing the relationship of the three most vital parts of a watch (the balance, hairspring collet and roller jewel); a jewel pin fastened in balance arm with a bearing twice the length of the usual watch, thus making it doubly secure against coming loose. All these are exclusive features of this watch.

Every "GRUEN-PRECISION" has a double steel roller; hand-finished visible steel escapement with poising arms; patent micrometric regulator of continuous, equal action; meantime adjusting gold screws; true isochronal and Breguet hairspring; finest Swiss mainspring of lasting quality and great elasticity, made by hand rubbing, so that the motive power is practically constant, whether watch is fully wound or nearly run down; and patented American pendant set device of very few pieces.

In "VERITHIN" models a patent inverted train wheel construction enables us to build up a thin watch half the thickness, and not cut down a thick one, and retain same strength of parts with greater room.

This movement has extra quality ruby jewels, adjustments (8) to all positions, isochronism and temperature.

For perfect workmanship in all its parts, for reliability and accuracy as a timekeeper, and to give satisfaction to the wearer in every particular, we, the undersigned manufacturers, guarantee this watch.

**GRUEN WATCH MFG. CO.**

Cincinnati, U.S.A.

**Name of Agency That Made Sale**

(Both signatures attached.)

Copyrighted.

## A Word on the Cleaning of Watches

Almost any watch will run for months after the last drop of oil on the bearings has disappeared, and it goes without saying that injury will follow as surely as the night follows the day.

A very small watch must be examined and oiled much oftener than a large one, because in the tiny seven ligne watches that are worn by ladies today *the oil cups can't possibly retain oil for more than six months at a time.*

A large watch, with its liberal bearings, has more power, carries more oil, is not nearly as likely to be disturbed in its action by little flecks of dirt, which easily stop a small watch, and it may be run three times as long.

While not being able to replace, free of charge, worn pivots or other parts, broken thru accident to the watch or spoil thru moisture and magnetism, the following table will serve to show the periods which a watch may safely be run without oiling, as well as the periods during which we can guarantee the performing of each.

Size of Watches	Should be overhauled and re-oiled every	We guarantee the watch work for
Men's 18-16-12 Verithin	18 mos.	12 mos.
Men's R. R. watches	12 mos.	12 mos.
Ladies' 13-12-11-10 ligne	15 mos.	12 mos.
Ladies' 9-8 ligne	12 mos.	8 mos.
Ladies' 7-6 ligne	6 mos.	6 mos.

Above is printed on a small card for display at watch counter and furnished to any dealer.

## A New Service

See the countersigned certificate of real value in the box, guaranteeing this watch under the "Gruen-Special-Service-System."



When the sale is made, you (the jeweler) are to sign this factory certificate, then send it in for our signature. We make a permanent record of the watch and return the certificate to you direct, for delivery to your customer, providing our records show the oil in the watch has not become old, by having been out too long.

By this system the wearer receives a double guarantee, because only in this way can we guarantee the watch, and tell that this watch has been sold by a Gruen jeweler or watchmaker in first-class order.

## Requirements for a Kew Observatory Class A Certificate

World's oldest leading time authorities

Class A certificates are granted to watches whose performance is such that—

- 1.—The average of the daily departure from the mean daily rate, during the same stage of trial, did not exceed two seconds every 24 hours in any one of the eight stages.
- 2.—The mean daily rate while in the pendant up position differed from the mean daily rate in the dial up position by less than five seconds, and from that in any other position by less than ten seconds for every 24 hours.
- 3.—The mean daily rate was affected by change of temperature to an amount less than 0.3 of a second per 1 degree F.
- 4.—The mean daily rate did not exceed ten seconds while in any position for any 24 hours.

Class A requirements are such as is usually expected from very highest grades of finest makes of watches and at rest in a quite fixed position.

All machines have errors and inaccuracies the same as watches, but unlike most machines *the watch records and acknowledges its mistakes*, and receives the least attention.

"Re-oil and clean a watch every 18 months."

## OFFICIAL CONTROLMENT

for the

### Rating of Watches

by the Swiss Government

To obtain a first-class time-keeping certificate, the watches must perform within the following limits:

(a) The mean daily rate, in horizontal and vertical positions, pendant up, ambient temperature of the rating-room, must not exceed  $\pm 10$  seconds.

(b) The mean variation of the daily rates, in horizontal and vertical positions, pendant up, ambient temperature, must not exceed 4 seconds.

(c) The greatest difference between two consecutive daily rates, in horizontal and vertical positions, pendant up, ambient temperature, must not exceed 5 seconds.

(d) The difference between the mean daily rates, in flat and hanging positions, ambient temperature, must not exceed 10 seconds.

(e) The difference between the mean daily rate, pendant up, and each of the daily rates, pendant right or left, must not exceed 20 seconds.

(f) The variation per centigrade degree must not exceed 0.5 of a second, and the secondary difference 7.5 seconds.

(g) After the thermal tests, the rate of the watch must keep within the limits of 5 seconds compared to the mean rate when lying; the day following the temperature tests is not comprised in the calculation.

## VALUES

If you buy watches simply by the price, you can always find plenty that are lower-priced than ours. But if you care more for what they are than for what they cost, ours are the lowest-priced watches made.

**Gruen is the only imported watch nationally advertised**

With the D. G. S. line there is no restricted price, but a suggested price same as any other unadvertised goods; but with the **Gruen line** we give you the best value *plus the prestige the Gruen name and its advertising brings with it* and a

**maintained fixed price of established value**

made possible thru our national advertising and a system of selling direct to you (dealer agencies)—by having only one source of supply from which the goods are shipped.

Prices given in Blue Book are retail.

## Advertising Sales Department

It is the function of the GRUEN A. S. D. (Dept.) to render a distinct service to the jeweler—

First, by keeping him in touch with the new things as soon as they are out each season; and

Second, by helping him create new sales through linking up these new things direct with the national advertisements, by concentrated effort at certain times.

It is part of the service of this department to assist our dealers to get up special copy for newspapers or special literature, and to furnish them with cuts, booklets, moving picture slides, poster stamps, etc.

This service *pays*. Have you tried it? Remember, we want to co-operate with you at all times to make your business better—not only your watch business, but in every department of your store. We want you to feel free to call upon us at all times.

## TRADEMARKS

Gruen

Verithin

Very-Verithin

Octathin

Ultra-Verithin

Ultrathin

Dietrich Gruen

*Highest perfection attainable in grades  
marked "Precision"*



Herbert Spencer

Lady Gruen

D. G. S.

Premo

Community

Congress

Ultra

## SLOGANS

# GRUEN Verithin Watch

*The most beautiful watch in America*

GRUEN VERITHIN

"The Watch Beautiful"

"The Beautiful Gruen"

"Fits your pocket like a silver dollar"

"The most exquisite watch made"

These are the copyright slogans of the Gruen Watch Mfg. Co. They were originated for us in the national advertising of the GRUEN VERITHIN Watch—the first watch advertising in which beauty was made the *dominant sales appeal*.

"Oh! how beautiful!"

This is the exclamation that seems to come involuntarily from everybody to whom the Verithin is shown.

It has the charm which comes from perfect designing, like the charm of a Tanagra statuette. It has that efficient, "precision" look which makes men call a machine "a beauty."

It has, in short, an even greater claim to that title earned by the Gruen Verithin—"The Most Beautiful Watch in America."

## CARATS Weights Used for Precious Stones Old 64ths with Metric Equivalents

Old Weight	New Metric Weight	Old Weight	New Metric Weight	Old Weight	New Metric Weight
1/64	.02	3/8	.38	1/4	.75
2/64	.03	1/4	.40	3/8	.77
3/64	.05	1/4	.42	1/4	.79
1/16	.06	1/4	.43	1/4	.80
4/64	.08	1/4	.45	1/4	.82
5/64	.10	1/4	.47	1/4	.83
6/64	.11	1/4	.48	1/4	.85
7/64	.13	1/4	.50	1/4	.87
8/64	.14	1/2	.51	7/8	.88
10/64	.16	1/4	.53	1/4	.90
11/64	.18	1/4	.55	1/4	.91
12/64	.19	1/4	.56	1/4	.93
13/64	.21	1/4	.58	1/4	.95
14/64	.22	1/4	.59	1/4	.96
15/64	.24	1/4	.61	1/4	.98
1/4	.26	1/4	.63	1/4	.99
1/4	.27	5/8	.64	1/4	1.01
1/4	.29	1/4	.66	1	1.03
1/4	.30	1/4	.67	2	2.05
1/4	.32	1/4	.69	3	3.08
1/4	.34	1/4	.71	4	4.11
1/4	.35	1/4	.72	5	5.13
1/4	.37	1/4	.74		

24 grains = 1 dwt.

20 dwt. = 1 oz.

12 oz. = 1 lb.

*Used in weighing silver, gold and platinum.*

## Consumer-Acceptance Attitude

National Advertising which does not create literal, positive demand, creates something almost as good:—a mental attitude of acceptance, an unspoken preference for the advertised article, a subconscious confidence in its merits because a manufacturer has backed it with his reputation and his money.

The Doctrine of Consumer-Acceptance reveals to the retailer that he can move advertised goods from his shelves into the hands of his customers with less selling effort, and consequently less selling cost, than is required to move a competing article with which the consumer has not already been made familiar by advertising.

This is not a theory;—it is experience.

Generally no argument at all is required to sell the advertised article, and often it would be selected with the remark;—"I've read about that make," or, "Yes; that has a good reputation and I think it is about standard." This is consumer-acceptance, and when the retailer understands that it is there to appeal to, he is naturally going to do his part of the work and complete the sale. Instead of laboring under the false expectation that big advertising by the manufacturer was going to drive customers to his store who would *demand* the article *by name* almost the moment they entered the door, the retailer has come to a realization that he must exert himself to complete the connection between the manufacturer's advertisement and his own cash-drawer.

## The Pride of Man

You cannot take away from man his pride—the satisfaction that comes from possessing the real thing, the masterpiece, the one out of the many that public opinion has elected to that proud eminence. It is a satisfaction to own sterling instead of plate, mahogany instead of veneer, diamonds instead of paste, pearls instead of imitations.

The great popular mind has fixed the place of the "Gruen Verithin." To everyone who wears a fine watch, or who ever expects to, the GRUEN has become his ultimate standard.

The reason is not far to seek. The GRUEN is a work of art—not merely a work of mechanism. It is built to meet an ideal. That ideal, steadily maintained and constantly pursued, has resulted in a greater success than any policy of expediency or opportunism could have produced.

## Catching the Manufacturer's Advertising Dollars

### Advantages of Co-operating with Worthy Advertisers

When the manufacturer has published his advertisement he has simply brought the consumers to the door of the jewelry store. He hasn't brought them in, he can't bring them in, and they are not going to come in—as the result of that advertising—unless the jeweler proceeds to let him know that his is the store which the manufacturer was talking about.

It isn't even necessary that the jeweler be the exclusive representative of the manufacturer. Some lines are placed on that basis, and others are distributed generally. At any rate, the jeweler who sees the manufacturer spending thousands of dollars in the periodicals which reach his customers ought not to hold back because his is not the only store which is able to supply the demand that is being created.

If he goes ahead and spends a small fraction of the amount which the manufacturer has invested already he insures getting some of the business which the latter has stirred up for him. If he does nothing he will get very little of it—there is no reason why he should. And if he alone of all the stores which are carrying the goods in his town has the nerve to feature the article in his window, and in his newspaper advertising, he is sure to get the lion's share of the business on that article, irrespective of how many other stores may have it in stock.

Take the situation in an allied field where talking machines are sold by dozens of dealers in every large city. Everybody who sells a certain make of these goods advertises the fact, and competition is based on service, completeness of stocks, etc.

So that the dealer who advertises becomes known as the manufacturer's principal distributor in his community, without regard to whether other concerns are handling the line.

Of course, the objection might be made that when the jeweler advertises the name of the manufacturer he is spending money to boost the trademark of the maker instead of to increase the prestige of his own store. But, as a matter of fact, what the merchant is interested in is making sales, and if the publicity of the manufacturer has made them halfway, and the jeweler can complete them by doing a little local advertising of his own, he can hardly afford to worry about the boost which the trademark is getting.

As long as the jeweler is handling a line, the more widely advertised it is, the better for him. Those who would criticise the policy of co-operation might say that after becoming known as a distributor of a certain brand of goods the dealer might lose the agency and then would have done all his work for nothing. But, aside from the fact that immediate profits are the best justification for the plan of cashing in on the manufacturer's expenditures for advertising, it is certainly true that agency connections are seldom broken when they remain mutually satisfactory, and the jeweler who co-operates in this respect with the maker of the advertised line is certainly working to create satisfactory conditions which will insure permanent and agreeable relationships to the end of the chapter.

It is obviously a mutual proposition all along the line. The jeweler who is narrow and takes a purely selfish viewpoint of the proposition, saying to himself that he will let the manufacturer carry the burden and that he will cash in whenever he can do so without expense or inconvenience, is not going to make enough out of the general campaign of the maker to worry about.

But, if he sees that the public in his town is sure to be interested by the advertising which the manufacturer is doing, and appreciates the fact that the only way to convert this interest into sale is to connect himself with the manufacturer's advertising, his policy, as far as co-operation is concerned, will be easy to define. It will amount, in brief, to letting the public know that he has the goods advertised.

The advertising of the maker has, presumably, made the consumer want to see it, and when a person reaches this point a sale is more than half made. But the sale cannot be completed unless the jeweler steps in and advises these interested prospects that his is the store where the line is carried. The natural way to do this is by means of newspaper advertising, by window displays and by using the folders and slips that are furnished for direct advertising.

## MOTTO

of the Gruen Watch activities,  
both here and abroad

### TO DO THE RIGHT THING,

*at the right time,*

*in the right way;*

*to do some things better than they were ever done before; to eliminate errors; to know both sides of the question; to be courteous; to be an example; to work for love of the work; to anticipate requirements; to develop resources; to recognize no impediments; to master circumstances; to act from reason rather than rule; to be satisfied with nothing short of perfection.*

MEMORANDUM

MEMORANDUM

MEMORANDUM

POSTAGE  
FIRST CLASS  
This Diary belongs to

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If you should find it kindly return it to  
this address:

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or else telephone

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