

PRICE LIST

GRUEN WATCHMAKERS GUILD

TIME HILL

CINCINNATI, OHIO, U. S. A.

MADRE-BIEL, SWITZERLAND



HERE are listed the standard prices of all Gruen watches shown in the book, "A Worthy Company of Watchmakers."

The letters VE, V1, V2, V3, V2½, VV2½, V4 and VV4, refer to the movements, which are fully described in the book.

Where the Louis XIV dial is shown on a watch, the price quoted includes that style dial. An extra charge is made for this Louis XIV dial where not included as above.

Our workshops on Time Hill include an American Service Department where a full supply of duplicate parts is kept constantly on hand.

The difference in price between grades of a model is due not only to the number of jewels and the size, but to the quality of materials and the more accurate Precision Adjustments.

PRICES—Owing to market conditions, are subject to change without notice.

WARNING

BE sure the watch you buy is a GRUEN. Not every Swiss watch is a Gruen. A genuine Gruen watch has the name "GRUEN" on the dial. That word is a guarantee that you are getting a Swiss-American watch, made with guild skill, of the best material, with the complete service of an American workshop behind it.

P R I C E S

PLATE 1 Page 28

THE DIETRICH GRUEN MODEL

<i>With WINDING Indicator As Illustrated</i>	\$315.00
<i>In Verithin Size</i>	385.00
<i>In 12 Size Without Indicator</i>	290.00
<i>With MINUTE Repeater</i>	580.00
<i>With Minute Repeater and SPLIT SECOND</i>	825.00

PLATE 2 Page 29

ULTRATHIN MODEL—BASCINE STYLE, Etc.

113— <i>Ultrathin</i> , 19 <i>Ruby Jewels</i> , Precision, 18 kt.....	\$240.00
117— “ 19 “ “ Extra Precision, 18 kt.	265.00
115— <i>Ultra-Ultrathin</i> , 19 “ “ Ultra “ 18 kt.	315.00
A117G— <i>Ultrathin</i> , Octagon style, 19 <i>Ruby Jewels</i> , Extra Precision, 18 kt. Green	290.00

PLATE 3 Page 30

VERY-VERITHIN MODEL—BASCINE STYLE

VV40—VV4 <i>Movement</i> , 17 <i>Ruby Jewels</i> , Ultra gold filled case	\$60.00
VV65—VV4 “ 17 “ “ 14 kt. case	95.00
VV75—VV2½ “ 19 “ “ 14 kt. “ 	110.00
VV100—VV2½ “ 19 “ “ 18 kt. “ 	120.00

Made in yellow or green alloy.

PLATE 4 Page 31

VERITHIN MODEL—BASCINE STYLE

V153—V3 <i>Movement</i> , 17 <i>Ruby Jewels</i> , Precision, 14 kt. case.	\$135.00
V152—V2 “ 19 “ “ “ 14 kt. “ 	150.00
V151—V1 “ 21 “ “ “ 14 kt. “ 	175.00
V150—VE “ 21 “ “ Extra Precision, 14 kt. case.....	210.00
V180—VE <i>Movement</i> , 21 <i>Ruby Jewels</i> , Extra Precision, 18 kt. extra heavy case	225.00

P R I C E S

PLATE 5 Page 32

VERITHIN MODEL—OCTAGON STYLE

04—V4	Movement, 17 Ruby Jewels,	Ultra gold filled case	\$65.00
044—V4	“ 17 “ “	14 kt. case	100.00
043—V3	“ 17 “ “	Precision, 14 kt. case	150.00
042—V2	“ 19 “ “	“ 14 kt. “ 	165.00
041—V1	“ 21 “ “	“ 14 kt. “ 	185.00
040—VE	“ 21 “ “	Extra Precision, 14 kt. case	210.00

PLATE 6 Page 33

VERY-VERITHIN MODEL—LOUIS XIV STYLE

L14G—VV4	Movement, 17 Ruby Jewels,	Ultra green gold filled	
	case		\$70.00
L144G—VV4	“ 17 Ruby Jewels,	14 kt. green gold case	120.00
L142½G—VV2½	“ 19 “ “	14 kt. “ “ “	135.00
L143G—VV3	“ 17 “ “	Precision, 14 kt. green	
	gold case		165.00
L141G—VV1	“ 21 “ “	“ 14 kt. green	
	gold case		195.00
L140G—VVE	“ 21 “ “	Extra Precision, 14 kt.	
	green gold case		230.00
(Illustration shows this style in Verithin model)			

PLATE 6-A Page 34

RIBBON WRIST—RECTANGULAR STYLE



IP841—All Platinum case, set with  diamonds. Precision,	
18 jewel, rectangular movement	\$875.00

PLATE 6-B Page 34

RIBBON WRIST—RECTANGULAR STYLE

A841—All Platinum case, set with  diamonds. Precision,	
18 jewel, rectangular movement	\$1235.00

P R I C E S

PLATE 6-C Page 34

RIBBON WRIST—OVAL STYLE

H843—All Platinum case, set with $\triangleleft A A \triangleright$ diamonds. Precision,
 18 jewel, rectangular movement \$1050.00

PLATE 10 Page 34

RIBBON WRIST—RECTANGULAR STYLE

K841—All Platinum case, set with $\triangleleft A A \triangleright$ diamonds. Precision,
 18 jewel, rectangular movement \$750.00

PLATE 11 Page 35

VERITHIN MODEL—BASCINE STYLE

V134—V4	Movement,	17	Ruby	Jewels,	25	year	gold	filled	case	\$53.50
V144—V4	“	17	“	“	Ultra	gold	filled	case..		60.00
V244—V4	“	17	“	“	14	kt.	case		80.00

Made in yellow or green alloy.

PLATE 12 Page 35

VERY-VERITHIN MODEL—HALF BASCINE STYLE

(Ultra quality discontinued)

VV274L—V4	Movement,	17	Ruby	Jewels,	14	kt.	gold	case . . .	\$110.00
VV273L—V3	“	17	“	“	Precision,	14	kt.	gold	
	case							150.00
VV272L—V2	“	19	“	“	“	14	kt.	gold	
	case							165.00
VV271L—V1	“	21	“	“	“	14	kt.	gold	
	case							185.00
VV270L—VE	“	21	“	“	Extra Precision,	14			
	kt. gold				case			210.00

(All the above with Louis XIV dial, raised solid gold numerals)

Made in yellow or green alloy.

P R I C E S

PLATE 14 *Page 36*

VERY-VERITHIN MODEL—LOUIS XIV STYLE

White and Green Gold

L144 W & G—VV4 <i>Movement</i> , 17 <i>Ruby Jewels</i> , 14 kt. gold case, LOUIS DIAL	\$135.00
L143 W & G—VV3 <i>Movement</i> , 17 <i>Ruby Jewels</i> , Precision, 14 kt. gold case, LOUIS DIAL	175.00
L142 W & G—VV2 <i>Movement</i> , 19 “ “ Precision, 14 kt. gold case, LOUIS DIAL	185.00
L141 W & G—VV1 <i>Movement</i> , 21 “ “ Precision, 14 kt. gold case, LOUIS DIAL	210.00
L140 W & G—VVE <i>Movement</i> , 21 “ “ Extra Precision, 14 kt. gold case, LOUIS DIAL	240.00

(Illustration shows this style in Verithin model.)

PLATE 15 *Page 36*

VERITHIN MODEL—435 STYLE

White and Green Gold

V434 W & G—V4 <i>Movement</i> , 17 <i>Ruby Jewels</i> , 14 kt. gold case	\$110.00
V433 W & G—V3 <i>Movement</i> , 17 “ “ Precision, 14 kt. gold case	165.00
V432 W & G—V2 <i>Movement</i> , 19 “ “ Precision, 14 kt. gold case	175.00
V431 W & G—V1 <i>Movement</i> , 21 “ “ Precision, 14 kt. gold case	195.00
V430 W & G—VE <i>Movement</i> , 21 “ “ Extra Precision, 14 kt. gold case	225.00

P R I C E S

PLATE 16 Page 36

VERITHIN MODEL—1339 STYLE

V514LG—V4 Movement, 17 Ruby Jewels, 14 kt. green gold case, LOUIS DIAL	\$150.00
V513LG—V3 Movement, 17 Ruby “ Precision, 14 kt. green gold case, LOUIS DIAL	175.00
V512LG—V2 Movement, 19 Ruby “ Precision, 14 kt. green gold case, LOUIS DIAL	195.00
V511LG—V1 Movement, 21 Ruby “ Precision, 14 kt. green gold case, LOUIS DIAL	225.00
V510LG—VE Movement, 21 Ruby “ Extra Precision, 14 kt. green gold case, LOUIS DIAL	250.00

PLATE 17 Page 36

VERY-VERITHIN MODEL—428½—1341 STYLE

VV464LG—VV4 Movement, 17 Ruby Jewels, 14 kt. green gold case, LOUIS DIAL	\$120.00
VV462½LG—VV2½ Movement, 19 Ruby Jewels, 14 kt. green gold case, LOUIS DIAL	135.00
VV463LG—VV3 Movement, 17 Ruby Jewels, Precision, 14 kt. green gold case, LOUIS DIAL	165.00
VV461LG—VV1 Movement, 21 Ruby Jewels, Precision, 14 kt. green gold case, LOUIS DIAL	195.00
VV460LG—VVE Movement, 21 Ruby Jewels, Extra Precision, 14 kt. green gold case, LOUIS DIAL	230.00

(This style now made with rectangular monogram space in upper left-hand corner. Illustration shows this style in Verithin model.)

PRICES

PLATE 18 Page 37

ULTRATHIN MODEL—SQUARE STYLE

B117—*Ultrathin*, 19 Ruby Jewels, Extra Precision, 18 kt. . . \$290.00

(The description accompanying the illustration of this number is a printer's error.)

PLATE 19 Page 37

VERITHIN MODEL—PARIS SQUARE STYLE

VL134ZS—V4 Movement, 17 Ruby Jewels, silver case only . . . \$65.00

PLATE 20 Page 37

VERITHIN MODEL—TRIANGLE STYLE

V4 Movement, 17 Ruby Jewels, silver case only \$60.00

PLATE 21 Page 37

VERITHIN MODEL—OVAL STYLE

VC134ZS—V4 Movement, 17 Ruby Jewels, silver case only . . . \$65.00

PLATE 22 Page 37

VERITHIN MODEL—OCTAGON STYLE

VA134S—V4 Movement, 17 Ruby Jewels, silver case \$60.00

PLATE 22-A Page 38

VERY-VERITHIN MODEL—CIVILIAN AND MILITARY STYLE

Radium dial, 14 kt. gold case \$100.00 to \$250.00

“ “ Ultra quality gold filled case \$65.00 and \$80.00

PLATE 22-B Page 38

OUT-O'-DOORS WATCH—MOISTURE-PROOF STYLE

MP25R—Silver, bascine round shape, radium dial, 15 jeweled movement, genuine pigskin strap \$42.50

MP26RG—Same style as MP25R in 14 kt. green gold case with gold buckle \$80.00

PRICES

PLATE 22-C Page 38

OUT-O'-DOORS—PARIS SQUARE STYLE

Full *jeweled* adjusted *movement*, radium dial, with the celebrated "Liberty" khaki strap. Solid gold . . . \$80.00 to \$165.00
Sterling silver \$21.00 to \$80.00

PLATE 23-A Page 39

OUT-O'-DOORS—OS4 SQUARE STYLE

M89RZG—Square, extra heavy hand-made 18 kt. green gold case and buckle, 18 *ruby jeweled finest quality Precision movement*, with luminous dial and hands and fine leather strap, \$230.00

PLATE 23-B Page 39

OUT-O'-DOORS—PARIS SQUARE STYLE

M20R—Silver, round glass, full *jeweled movement* with sewed-on strap \$29.00
M647R—Silver, round glass, 17 *jeweled movement* with sewed-on strap 37.00
M6474RG—Same as above in 14 kt. green gold case with gold buckle 70.00

PLATE 23-C Page 39

OUT-O'-DOORS—PARIS SQUARE STYLE

M95R—Silver, full *jeweled movement*, radium dial, with latest design spring lug strap attachment \$32.00
M97R—Same as above in 14 kt. green gold, with gold buckle, 60.00

PRICES

PLATE 23-D Page 39

OUT-O'-DOORS—PARIS SQUARE STYLE

- M69RZ—Silver, with odd shaped glass, 17 *ruby jewels*,
radium dial, fine leather strap \$65.00
- M63RZG—Same as above in 14 kt. green gold case with
gold buckle, with spring lug attachment for strap..... 110.00

PLATE 23-E Page 39

OUT-O'-DOORS—BASCINE STYLE

- M19R—Silver, bascine round case with "Liberty" khaki color
strap or Kitchener pigskin strap (as illustration), full *jeweled*
adjusted movement \$24.00

PLATE 24-A Page 40

RIBBON WRIST—MODISH STYLE

- RJ28G—14 kt. green gold, $8\frac{3}{4}$ *ligne movement* \$70.00
- RJ28W—14 kt. white gold, $8\frac{3}{4}$ *ligne movement* 90.00

PLATE 24-B Page 40

RIBBON WRIST—PARIS SQUARE STYLE

- Silver, finely *adjusted movement*, silver clasp, round
or odd shaped glass \$42.50 to \$65.00
- Same as above in 14 kt. green or yellow gold alloy, round or odd
shaped glass, plain or hand-chased \$80.00 to \$195.00

PLATE 24-C Page 40

RIBBON WRIST—HEXAGON STYLE

- RM19G— $9\frac{3}{4}$ *ligne*, 14 kt. green gold plain case \$60.00
- RM28LG— $8\frac{3}{4}$ *ligne*, 14 kt. green gold plain case, Louis XIV
dial (as illustration), raised solid gold numerals..... 90.00
- Elaborately hand-chased bezel and center; also white gold;
prices range from \$80 to \$165.

PRICES

PLATE 24-D Page 40

RIBBON WRIST—OCTAGON STYLE

Sterling Silver case and clasp	\$32.00 to \$47.50
25-year gold filled	32.00 to 47.50
14 kt. solid gold case and clasp	42.50 to 150.00

Also can be supplied with engraved bezel.

PLATE 24-E Page 40

RIBBON WRIST—BASCINE STYLE

Sterling Silver case and clasp	\$27.00 to \$42.50
25-year gold filled	27.00 to 42.50
14 kt. solid gold case and clasp	37.00 to 150.00

Also can be supplied with engraved bezel.

PLATE 24-F Page 40

RIBBON WRIST—GENTEEL STYLE

RK28G—14 kt. green gold, 8 $\frac{3}{4}$ ligne movement	\$80.00
RK28W—14 kt. white gold, 8 $\frac{3}{4}$ ligne movement	95.00

PLATE 25-A Page 41

RIBBON WRIST—OCTAGON STYLE



16 kt. white gold back, platinum top paved with  diamonds, hand-chased center	\$355.00
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PLATE 25-B Page 41

RIBBON WRIST—MALTESE STYLE

J615—All platinum case paved with finest quality  dia- monds, hand-chased center	\$760.00 and up
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P R I C E S

PLATE 25-C Page 41

RIBBON WRIST—F41 DIAMOND STYLE

- R28G—F41—14 kt. green gold, elaborately hand-chased case
with two diamonds \$120.00 and up
- R28W—F41—Same as above in 14 kt. white gold ... 150.00 and up

PLATE 25-D Page 41

RIBBON WRIST—GENTEEL STYLE


- RK28 $\frac{3}{4}$ —C26 dia.—14 kt., chased, set with four  diamonds,
green or white gold \$165.00 and up

PLATE 25-E Page 41

RIBBON WRIST—MODISH STYLE


- RJ28 $\frac{3}{4}$ —C18 dia.—14 kt., chased, set with twelve
 diamonds, green or white gold \$275.00 and up

PLATE 25-F Page 41

RIBBON WRIST—OCTAGON STYLE

- RA19 $\frac{3}{4}$ G—14 kt. green gold, elaborately hand chased, 9 $\frac{3}{4}$
ligne movement \$70.00
- RA28 $\frac{3}{4}$ G—14 kt. green gold, elaborately hand-chased, 8 $\frac{3}{4}$
ligne movement 90.00

PLATE 26-A Page 42

RIBBON WRIST—GENTEEL STYLE

- RK28 $\frac{3}{4}$ G—14 kt. green gold, 8 $\frac{3}{4}$ *ligne movement*, elabo-
rately hand-chased bezel and center \$95.00
- RK28 $\frac{3}{4}$ W—14 kt. white gold, 8 $\frac{3}{4}$ *ligne movement*, elaborately
hand-chased bezel and center 110.00

PRICES

PLATE 26-B Page 42

RIBBON WRIST—MODISH STYLE

- RJ28 $\frac{3}{4}$ G—14 kt. green gold, 8 $\frac{3}{4}$ *ligne* movement, elaborately hand-chased bezel and center, fancy engraved center dial, \$90.00
RJ28 $\frac{3}{4}$ W—14 kt. white gold, 8 $\frac{3}{4}$ *ligne* movement, elaborately hand-chased bezel and center \$100.00

PLATE 26-C Page 42

RIBBON WRIST—CUSHION SQUARE STYLE

- RB28 $\frac{3}{4}$ LG—14 kt. green gold, 8 $\frac{3}{4}$ *ligne* movement, hand-chased center and bezel, raised solid gold numerals, Louis XIV Dial \$100.00

PLATE 26-D Page 42

RIBBON WRIST—CUSHION SQUARE ENAMEL STYLE

- RB28G—1347—14 kt. green gold, 8 $\frac{3}{4}$ *ligne* movement, fancy engraved center dial \$90.00

PLATE 26-E Page 42

RIBBON WRIST—TONNEAU STYLE

- OS2 shape, 14 kt. or 18 kt. green or yellow alloy.. \$90.00 to \$195.00

PLATE 26-F Page 42

RIBBON WRIST—ELONGATED TONNEAU STYLE

- OS3 shape, 14 kt or 18 kt. green or yellow alloy, 8 *ligne* movement..... \$125.00 to \$195.00

PLATE 40 Page 43

CONVERTIBLE EXPANSION WRIST—OCTAGON STYLE

- CA18L—9 $\frac{3}{4}$ *Ligne*, 14 kt. plain, standard weight plain bracelet..... \$70.00
CA19L—9 $\frac{3}{4}$ *Ligne*, 14 kt. plain, heavy weight plain bracelet 80.00

P R I C E S

PLATE 40—continued Page 43

CA19 $\frac{3}{4}$ LG—9 $\frac{3}{4}$ *Ligne*, 14 kt. green gold, chased bezel
and center, heavy weight chased bracelet..... \$95.00

The above styles have LOUIS XIV DIALS, raised solid gold numerals

PLATE 41 Page 43

CONVERTIBLE EXPANSION WRIST—BASCINE STYLE

C12—10 $\frac{1}{2}$ *Ligne*, 25 year, yellow only, \$27.00

C25—10 $\frac{1}{2}$ " 14 kt. yellow or green alloy, medium
weight bracelet 37.00

C14—10 *Ligne*, 14 kt. yellow or green alloy, medium
weight bracelet 42.50

Also can be supplied with engraved bezel.

PLATE 42 Page 43

CONVERTIBLE EXPANSION WRIST—CUSHION SQUARE STYLE

CB28G—8 $\frac{3}{4}$ *Ligne*, 14 kt. green, plain, heavy weight bracelet \$90.00

CB28 $\frac{3}{4}$ G—8 $\frac{3}{4}$ *Ligne*, 14 kt. green, hand-chased bezel, center
and heavy weight bracelet (as illustration)..... 110.00

PLATE 43 Page 43

CONVERTIBLE EXPANSION WRIST—BASCINE STYLE

C10 —9 $\frac{3}{4}$ *Ligne*, 25 year \$37.00

C14 $\frac{1}{2}$ —10 " 14 kt. medium weight bracelet, engraved 47.50

C18 —9 $\frac{3}{4}$ " 14 kt. standard weight bracelet 53.50

C19 —9 $\frac{3}{4}$ " 14 kt. heavy weight bracelet 60.00

Also can be supplied with engraved bezel.

PRICES

PLATE 44 Page 43

CONVERTIBLE EXPANSION WRIST—BASCINE STYLE

C1340LG—9¾ Ligne, 14 kt. green gold, hand-chased bezel, center, back and bracelet	\$110.00
C1340LW—9¾ Ligne, 14 kt. white gold, hand-chased bezel, center, back and bracelet	120.00

The above styles have LOUIS XIV DIALS, raised solid gold numerals

PLATE 45 Page 43

CONVERTIBLE EXPANSION WRIST—BASCINE STYLE

C23—9 Ligne, 25 year	\$37.00
C24—9 “ 14 kt. standard weight bracelet	53.50
C28—8¾ Ligne, 14 kt. heavy weight bracelet	80.00
C21—9¾ “ 18 Rubies, Precision, 14 kt. heavy weight bracelet	125.00
C22—9 Ligne, 18 Rubies, Precision, 14 kt. heavy weight bracelet	165.00

Also can be supplied with engraved bezel.

PLATE 46 Page 44

EXPANSION WRIST—BASCINE STYLE

W25—10½ Ligne, 14 kt. medium weight bracelet	\$37.00
W18—9¾ Ligne, 14 kt. standard weight bracelet	53.50
W28—8¾ Ligne, 14 kt. heavy weight bracelet	80.00
W22—9 Ligne, 18 Rubies, Precision, heavy weight bracelet . . .	165.00

PLATE 47 Page 44

EXPANSION WRIST—OVAL STYLE

WC28—8¾ Ligne, 14 kt. heavy weight bracelet	\$90.00
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PRICES

PLATE 48 *Page 44*

EXPANSION WRIST—OCTAGON STYLE

WA19—9 $\frac{3}{4}$ Ligne, 14 kt. heavy weight bracelet \$65.00

(Other models discontinued)

PLATE 49 *Page 44*

EXPANSION WRIST—BASCINE STYLE

W19 $\frac{3}{4}$ —9 $\frac{3}{4}$ Ligne, 14 kt. heavy weight bracelet \$80.00

PLATE 50 *Page 44*

EXPANSION WRIST—BASCINE STYLE

W19R—9 $\frac{3}{4}$ Ligne, 14 kt. RADIUM DIAL, heavy weight
bracelet, yellow or green alloy \$65.00

PLATE 51 *Page 44*

EXPANSION WRIST—GENEVA TONNEAU STYLE

Geneva 101—8 $\frac{3}{4}$ Ligne, 14 kt. heavy weight bracelet \$110.00

Geneva 89—9 Ligne, 18 Jewel Precision, all 14 kt. heavy
weight bracelet 165.00

Gruen Watches are sold by 1,200 leading jewelers in all parts of the country. In nearly every community, the best jeweler can show you Gruen Watches. If there is no Gruen jeweler in your community, write us and we will arrange for you to see any Gruen models in which you are interested.

GRUEN WATCHMAKERS GUILD, Time Hill, Cincinnati, Ohio



GRUEN

*A name that stands for
Prestige and Protection*

WHEN you purchase a *Watch* for a gift you should be assured of its timekeeping dependability and its correctness of design and style—

*the name Gruen on the dial
gives that assurance.*

When you give a Gruen Watch you give a watch which the recipient will be proud to show, because its value and prestige are established.

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