

THE GRUEN WATCH COMPANY

MANUFACTURERS OF THE PRECISION WATCH

TIME HILL, CINCINNATI 6, OHIO



J. E. WESSELS
ASSISTANT TO THE PRESIDENT

July 2, 1951
10:00 A. M.

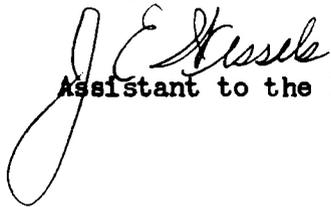
Dear Gruen Jeweler:

The Office of Price Stabilization has issued the attached Special Order Number 84 establishing the uniform resale prices of Gruen watches as the retail prices shown in Schedule A attached.

Effective immediately, you are required to observe the ceiling prices shown in Schedule A for all watches on that list rather than the ceiling prices determined from the charts which you may have been required to file with the Office of Price Stabilization under Ceiling Price Regulation 7. Your copy of this Special Order, as well as Schedule A, should therefore be made a permanent part of your OPS records, readily available for quick reference.

If any amendments are made to the Special Order you will be notified promptly as part of our efforts to facilitate your handling of Gruen watches under OPS regulations.

Cordially yours,


Assistant to the President

JW/bf

ECONOMIC STABILIZATION AGENCY

Office of Price Stabilization

(Ceiling Price Regulation 7, Section 43, Special Order Number 84)

The Gruen Watch Company, Ceiling Prices at Retail

STATEMENT OF CONSIDERATIONS

In accordance with section 43 of Ceiling Price Regulation 7, the applicant named in the accompanying special order,
THE GRUEN WATCH COMPANY, TIME HILL, CINCINNATI 6, OHIO

has applied to the Office of Price Stabilization for maximum resale prices for retail sales of certain of its articles. Applicant has submitted the information required under this section and has produced evidence which in the judgment of the Director indicates that the applicant has complied with other stated requirements.

The Director has determined on the basis of information available to him, including the data and certified conclusions of fact submitted by the applicant, that the retail ceiling prices requested and which are established by this special order are no higher than the level of ceiling prices under Ceiling Price Regulation 7.

The special order contains provisions requiring each article to be marked by the applicant with the retail ceiling price established by the accompanying special order. The applicant is required to send purchasers of the articles a copy of this special order, a notice listing retail ceiling prices for each cost line and, in specified cases, of subsequent amendments of this special order.

The special order also requires applicant to file with the Distribution Price Branch regular reports setting forth the number of units of each article covered by this special order which applicant has delivered during the reporting period. This requirement conforms with the provisions of section 43, Ceiling Price Regulation 7.

SPECIAL PROVISIONS

For the reasons set forth in the statement of considerations and pursuant to Section 43 of Ceiling Price Regulation 7, this special order is hereby issued.

1. The ceiling prices for sales at retail of men's and ladies' watches manufactured by THE GRUEN WATCH COMPANY, TIME HILL, CINCINNATI 6, OHIO having the brand name(s) "GRUEN" shall be the proposed retail ceiling prices listed by THE GRUEN WATCH COMPANY in its application dated April 19, 1951, and filed with the Office of Price Stabilization, Washington 25, D. C., (and supplemented and amended in the manufacturer's applications dated May 7, 1951 and May 18, 1951.)

A list of such ceiling prices will be filed by the Office of Price Stabilization with the Federal Register as an appendix to this special order as soon as practicable. On and after the date of receipt of a copy of this special order, with notice of prices annexed, but in no event later than August 25, 1951, no seller at retail may offer or sell any article covered by this special order at a price higher than the ceiling price established by this special order. *Sales may, of course, be made at less than the ceiling prices.*

2. The retail ceiling price of an article fixed by paragraph 1 of this special order shall apply to any other article of the same type which is otherwise priceable under Ceiling Price Regulation 7 by retailers subject to that regulation, having the same selling price and terms of sale to the retailer, the same brand or company name and first sold by the manufacturer after the effective date of this special order.

3. On and after July 26, 1951, THE GRUEN WATCH COMPANY must mark each article for which a ceiling price has been established in paragraph 1 of this special order with the retail ceiling price under this special order, or attach to the article a label, tag or ticket stating the retail ceiling price. This mark or statement must be in the following form:

OPS—Sec. 43—CPR 7

Price \$.....

On and after August 25, 1951, no retailer may offer or sell the article unless it is marked or tagged in the form stated above. Prior to August 25, 1951, unless the article is marked or tagged in this form, the retailer shall comply with the marking, tagging, and posting provisions of the regulation which would apply in the absence of this special order.

Upon issuance of any amendment to this special order which either adds an article to those already listed in the manufacturer's application or changes the retail ceiling price of a listed article, the applicant named in this special order must comply, as to each such article, with the preticketing requirements of this paragraph within 30 days after the effective date of the amendment. After 60 days from the effective date, no retailer may offer or sell the article unless it is ticketed in accordance with the requirements of this paragraph. Prior to the expiration of the 60-day period, unless the article is so ticketed, the retailer shall comply with the marking, tagging, and posting provisions of the regulation which would apply in the absence of this special order.

4. Within 15 days after the effective date of this special order, the manufacturer shall send a copy of this special order to each purchaser for resale to whom, within two months immediately prior to the effective date, the manufacturer had delivered any article covered in paragraph 1 of this special order. Copies shall also be sent to all other purchasers on or before the date of the first delivery of any such article subsequent to the effective date of this special order, and shall be accompanied by copies of each amendment thereto (if any) issued prior to the date of the delivery. The manufacturer shall annex to the special order a notice, listing the cost and discount terms to retailers for each article covered by this special order and the corresponding retail ceiling price fixed by this special order for an article of that cost. The notice shall be in substantially the following form:

(Column 1)		(Column 2)
Our price to Retailers		Retailer's Ceilings for Articles of Cost Listed in Column 1.
\$..... per.....	<div style="display: inline-block; vertical-align: middle;"> { <div style="display: inline-block; vertical-align: middle; margin-left: 0.2em;"> unit dozen etc. </div> </div>	Terms.....(Net or % EOM, etc.) \$.....

Within 15 days after the effective date of this special order, two copies of this notice must also be filed by the manufacturer with the Distribution Price Branch, Consumer Soft Goods Division, Office of Price Stabilization, Washington 25, D. C. Within 15 days after the effective date of any subsequent amendment to this special order, the manufacturer shall send a copy of the amendment to each purchaser to whom, within two months immediately prior to the effective date of such amendment, the manufacturer had delivered any article the sale of which is affected in any manner by the amendment.

5. Within 45 days of the expiration of the first 6 months period following the effective date of this special order and within 45 days of the expiration of each successive 6 months period, the manufacturer shall file with the Distribution Price Branch, Office of Price Stabilization, Washington 25, D. C., a report setting forth the number of units of each article covered by this special order which he has delivered in that 6 months period.

6. The provisions of this special order establish the ceiling price for sales at retail of the articles covered by it regardless of whether the retailer is otherwise subject to Ceiling Price Regulation 7 or any other regulation.

7. This special order or any provision thereof may be revoked, suspended, or amended by the Director of Price Stabilization at any time.

8. The provisions of this special order are applicable to the United States and the District of Columbia.

Effective date. This special order shall become effective June 26, 1951.

MICHAEL V. Di SALLE
Director of Price Stabilization

Issue date: June 25, 1951.

SCHEDULE A

June, 1951

**LIST OF RETAIL CEILING PRICES ESTABLISHED BY
SPECIAL ORDER 84 OF THE OFFICE OF PRICE
STABILIZATION FOR GRUEN WATCHES**

Terms to All Retailers: 2% Cash Discount—10th Following Month; F.O.B. Cincinnati, Ohio

<i>Model Name</i>	<i>Gruen's Selling Prices to Retailers</i>	<i>Established Retail Ceiling Prices (Fed. Tax Inc.)</i>	<i>Model Name</i>	<i>Gruen's Selling Prices to Retailers</i>	<i>Established Retail Ceiling Prices (Fed. Tax Inc.)</i>
LADIES' CURVEX					
Curvex Cadence	\$24.95	\$49.75	Curvex Chelsea	\$28.95	\$71.50
Curvex Symphony	24.95	49.75	Curvex Corinth	29.45	71.50
Curvex Cordelia	26.95	59.50	Curvex Sublime	29.45	71.50
Curvex Serenade	26.95	59.50	Curvex Phyllis	30.45	71.50
Curvex Camden	27.70	59.50	Curvex Prestige	30.45	71.50
Curvex Cardinal	27.45	62.50	Curvex Wand	30.45	71.50
Curvex Splendor	27.95	65.00	Curvex Christine	33.95	71.50
Curvex Patroness	28.45	65.00	Curvex Figurine	39.95	100.00

MEN'S CURVEX

Curvex Marshall	\$24.95	\$49.75	Curvex Colebrook	\$30.45	\$71.50
Curvex Portrait	24.95	49.75	Curvex Lincoln	30.45	71.50
Curvex Commander	25.45	59.50	Curvex Artist	30.95	71.50
Curvex Counsellor	26.95	59.50	Curvex Belmont	31.45	71.50
Curvex Prelude	26.95	59.50	Curvex Casino	31.45	71.50
Ristside Falcon	26.95	59.50	Curvex Lowell	31.45	71.50
Curvex Allegro	27.95	65.00	Curvex Virtuoso	39.95	100.00
Curvex Lieutenant	28.45	65.00	Ristside Royalty	43.95	110.00
Curvex Baron	28.95	65.00	Curvex Majesty	50.95	135.00
Curvex Lord	28.95	65.00	Curvex Kingsley	54.95	150.00
Curvex Coronado	27.95	71.50	Curvex Viceroy	69.95	175.00
Curvex Camargo	28.95	71.50	Curvex Executive	84.95	200.00
Curvex Colonel	29.95	71.50			

MEN'S AUTOWIND

Autowind Lakehurst	\$27.95	\$62.50	Autowind Chesterton	\$37.95	\$92.50
Autowind Specialist	28.95	62.50	Autowind Rialto	37.95	92.50
Autowind Demonstrator	28.95	65.00	Autowind Yachtsman	37.95	92.50
TWA Associate	30.95	71.50	Autowind Guardsman	35.95	100.00
TWA Captain	30.95	71.50	Autowind Sovereign	55.95	135.00
Autowind Chevron	32.45	71.50	Autowind Illustrious	57.95	165.00
Autowind Neptune	32.45	71.50	Autowind Mariner	59.95	200.00
Autowind Rambler	32.45	71.50			

Model Name	Gruen's Selling Prices to Retailers	Established Retail Ceiling Prices (Fed. Tax Inc.)	Model Name	Gruen's Selling Prices to Retailers	Established Retail Ceiling Prices (Fed. Tax Inc.)
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LADIES' VERI-THIN

Veri-Thin Rita	\$16.25	\$29.75	TWA Argosy	\$24.95	\$59.50
Veri-Thin Betty	16.95	33.75	Veri-Thin Cecilia	24.95	59.50
Veri-Thin Judy	17.45	33.75	Veri-Thin Charlotte	24.95	59.50
Veri-Thin Lucy	17.45	35.00	Veri-Thin Isabelle	24.95	59.50
Veri-Thin Roslyn	17.95	37.50	Veri-Thin Mermaid	25.45	59.50
Veri-Thin Sylvia	17.95	37.50	Veri-Thin Marjorie	26.95	59.50
Veri-Thin Bride	18.95	39.75	Veri-Thin Brenda	20.95	62.50
Veri-Thin Ethel	18.95	39.75	Veri-Thin Mona	25.45	65.00
Veri-Thin Helpmate	18.95	39.75	Veri-Thin Allure	25.95	65.00
Veri-Thin Joyce	18.95	39.75	Veri-Thin Ashland	25.95	65.00
Veri-Thin Lana	18.95	42.50	Veri-Thin Carole	26.95	65.00
Veri-Thin Lucinda	18.95	42.50	Veri-Thin Colleen	26.95	65.00
Veri-Thin Ripple	18.95	42.50	Veri-Thin Iphigene	26.95	65.00
Veri-Thin Sorority	19.45	42.50	Veri-Thin Portia	26.95	67.50
Veri-Thin Ramona	19.45	45.00	Ristside Princess	26.95	67.50
Veri-Thin Hawthorne	20.45	45.00	Veri-Thin Agnes	27.95	67.50
Veri-Thin Mercy	20.45	45.00	Veri-Thin Pauline	29.95	67.50
Veri-Thin Loveable	19.95	49.75	Veri-Thin Juliette	23.95	71.50
Veri-Thin Rhythm	19.95	49.75	Veri-Thin Lille	23.95	71.50
Veri-Thin Nadene	20.45	49.75	Veri-Thin Capri	26.95	71.50
Veri-Thin Emilie	20.95	49.75	Veri-Thin Mildred	26.95	71.50
Veri-Thin Hopkins	20.95	49.75	Veri-Thin Seville	26.95	71.50
Veri-Thin Deaconess	21.45	49.75	Veri-Thin Admiration	27.95	71.50
Veri-Thin Aqua Queen	22.45	49.75	Veri-Thin Gloria	27.95	71.50
TWA Air Lark	22.45	49.75	Veri-Thin Greta	27.95	71.50
Veri-Thin Bernice	22.45	49.75	Veri-Thin Sultana	28.95	71.50
Veri-Thin Stardust	22.45	49.75	Veri-Thin Ursula	28.95	71.50
Veri-Thin Paula	23.95	49.75	Veri-Thin Evangeline	29.95	71.50
Veri-Thin Louise	22.95	52.50	Veri-Thin Continental	31.95	71.50
Veri-Thin Twilight	20.95	55.00	Veri-Thin Henrietta	32.45	71.50
Veri-Thin Rosella	21.95	55.00	Veri-Thin Josephine	32.45	71.50
Veri-Thin Mayo	22.45	55.00	Veri-Thin Mercedes	32.45	71.50
Veri-Thin Delia	22.95	55.00	Veri-Thin Rachel	32.45	71.50
Veri-Thin Napoli	22.95	55.00	Veri-Thin Caliente	33.95	71.50
Veri-Thin Avon	23.95	55.00	Veri-Thin Smithfield	33.95	71.50
Veri-Thin Lurlene	24.45	57.50	Veri-Thin Romaine	34.95	71.50
Veri-Thin Grace	20.95	59.50	Veri-Thin Melissa	36.95	97.50
Veri-Thin Tara	20.95	59.50	Veri-Thin Pickford	39.95	97.50
Veri-Thin Sprite	22.95	59.50	Veri-Thin Irene	46.95	125.00
Veri-Thin Terri	22.95	59.50	Veri-Thin Mayfair	57.95	135.00
Veri-Thin Holyoke	23.45	59.50	Veri-Thin Norinne	57.95	135.00
Veri-Thin Fairview	23.95	59.50	Veri-Thin Marquise	64.95	150.00
Veri-Thin Barbara	24.45	59.50			
Veri-Thin Starlight	24.45	59.50			

<i>Model Name</i>	<i>Gruen's Selling Prices to Retailers</i>	<i>Established Retail Ceiling Prices (Fed. Tax Inc.)</i>	<i>Model Name</i>	<i>Gruen's Selling Prices to Retailers</i>	<i>Established Retail Ceiling Prices (Fed. Tax Inc.)</i>
MEN'S VERI-THIN					
Veri-Thin Logan	\$16.25	\$29.75	Veri-Thin Faraday	\$28.45	\$65.00
Veri-Thin Gordon	16.95	33.75	Veri-Thin Mallory	28.45	65.00
Veri-Thin Chief	17.45	33.75	Veri-Thin Rutgers	28.95	65.00
Veri-Thin Arthur	17.95	35.00	Veri-Thin Pentagon	26.95	67.50
Veri-Thin Greyhound	17.95	35.00	Veri-Thin Jefferson	27.45	67.50
Veri-Thin Lyons	17.95	37.50	Veri-Thin Bailey	29.45	67.50
Veri-Thin Boone	18.95	39.75	Veri-Thin Spartan	27.95	69.50
Veri-Thin Chatfield	18.95	39.75	Veri-Thin Barton	24.45	71.50
Veri-Thin Groom	18.95	39.75	Veri-Thin Rhodes	24.45	71.50
Veri-Thin Kincaid	18.95	39.75	Veri-Thin Epoch	26.95	71.50
Veri-Thin Submarine	18.95	39.75	Veri-Thin Harvard	27.45	71.50
Veri-Thin Gallant	19.95	42.50	Veri-Thin Sherwood	27.95	71.50
Veri-Thin Gibson	19.95	45.00	Veri-Thin Times Square	27.95	71.50
Veri-Thin Aldrich	20.45	45.00	Veri-Thin Morgan	28.95	71.50
Veri-Thin Madison	20.45	45.00	Veri-Thin Bradford	29.95	71.50
Veri-Thin Sea King	20.45	45.00	Veri-Thin Edgeline	29.95	71.50
Veri-Thin Aqua King	20.95	45.00	Veri-Thin Envoy	29.95	71.50
Veri-Thin Baylor	20.95	45.00	Veri-Thin Medalist	29.95	71.50
Veri-Thin Bruce	19.95	49.75	Veri-Thin Merle	29.95	71.50
Veri-Thin Arlington	20.95	49.75	Veri-Thin Randall	31.45	71.50
Veri-Thin Blair	20.95	49.75	Veri-Thin Time Hill	31.45	71.50
Veri-Thin Kirby	20.95	49.75	Veri-Thin Staunton	31.95	71.50
Veri-Thin Bond	21.95	49.75	Veri-Thin Alderman	32.45	71.50
Veri-Thin Aqua Seal	22.45	49.75	Veri-Thin Barclay	32.45	71.50
Veri-Thin Glider	22.45	52.50	Veri-Thin Hollywood	32.45	71.50
Veri-Thin Brent	22.95	55.00	Veri-Thin Park Ave.	32.45	71.50
Veri-Thin Malcolm	22.95	55.00	Veri-Thin Merrill	35.95	92.50
Veri-Thin Musketeer	25.95	55.00	Veri-Thin Brewster	37.45	97.50
Veri-Thin Ranger	20.95	59.50	Veri-Thin Embassy	39.95	97.50
Veri-Thin Berkeley	23.95	59.50	Veri-Thin Administrator	34.95	100.00
Veri-Thin Browning	24.45	59.50	Veri-Thin Regal	39.95	100.00
Veri-Thin Lancer	24.95	59.50	Veri-Thin Olympic	41.95	110.00
Veri-Thin Stylemaster	24.95	59.50	Veri-Thin Oxford	49.95	119.50
Veri-Thin Baxter	26.95	59.50	Veri-Thin Supreme	45.95	125.00
Veri-Thin Spencer	22.45	65.00	Veri-Thin Realm	47.95	125.00
Veri-Thin Knox	22.95	65.00	Veri-Thin Imperial	49.95	135.00
Veri-Thin Triumph	24.95	65.00	Veri-Thin Citation	56.45	150.00
Veri-Thin Mitchell	26.95	65.00	Veri-Thin Diplomat	59.95	150.00

ECONOMIC STABILIZATION AGENCY

Office of Price Stabilization

Ceiling Price Regulation 7, Section 43, Special Order 84, Amdt. 2

The Gruen Watch Company, Ceiling Prices at Retail

STATEMENT OF CONSIDERATIONS

Special Order 84 under Section 43, Ceiling Price Regulation 7, established retail ceiling prices for men's and ladies' watches manufactured by The Gruen Watch Company and having the brand name "Gruen."

This amendment establishes new retail ceiling prices for certain of the applicant's branded articles. It appears that the ceiling prices requested are in line with those already granted and are no higher than the level of ceiling prices under Ceiling Price Regulation 7. The retail ceiling prices are established by incorporating into the special order the amended application dated February 18, 1952.

AMENDATORY PROVISIONS

Special Order 84 under Section 43 of Ceiling Price Regulation 7 is amended in the following respects:

1. In paragraph 1, insert after the date "August 20, 1951," the following date "February 18, 1952."
2. Insert following paragraph 1 now appearing in the special order the following:

"The prices listed in the manufacturer's supplemental application dated February 18, 1952 shall become effective on receipt of a copy of the notice for such articles, but in no event later than April 5, 1952."

Effective date. This amendment shall become effective March 7, 1952.