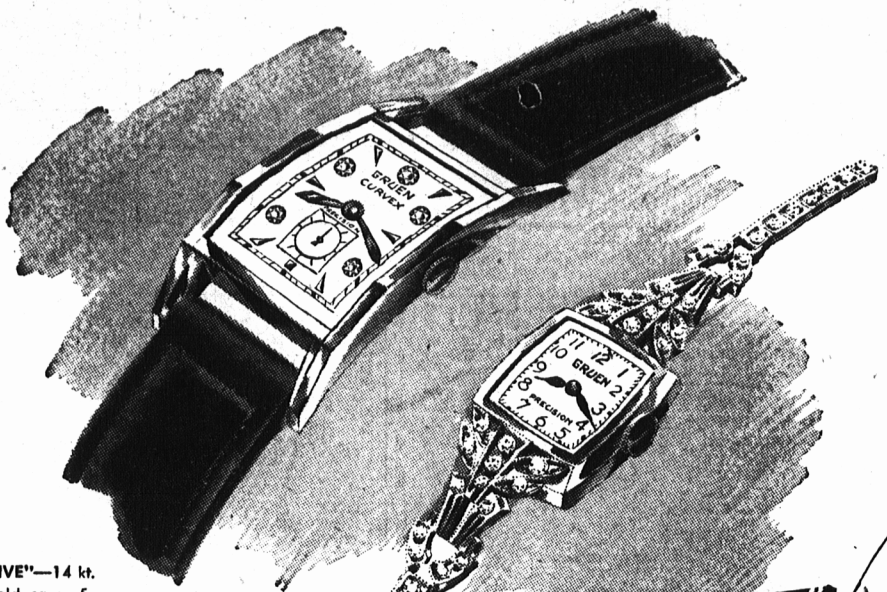


**GRUEN ... and GRUEN alone ...  
has these five quality features**

1. Every Gruen watch is made in the Gruen craftshops at Bienne, Switzerland : : : acclaimed by experts as the most modern watchmaking establishment in the world.
2. Gruen is the only watch that has the right to use *Precision* on the dial.
3. You may choose from scores of new models : : : modern designs which are the choice of international stylists.
4. All Gruen watch cases are gold or gold-filled.
5. Gruen : : : and Gruen alone : : : is responsible for the three greatest modern developments in the watchmaker's art ... the CURVEX : : : the AUTOWIND : : : the VERI-THIN.

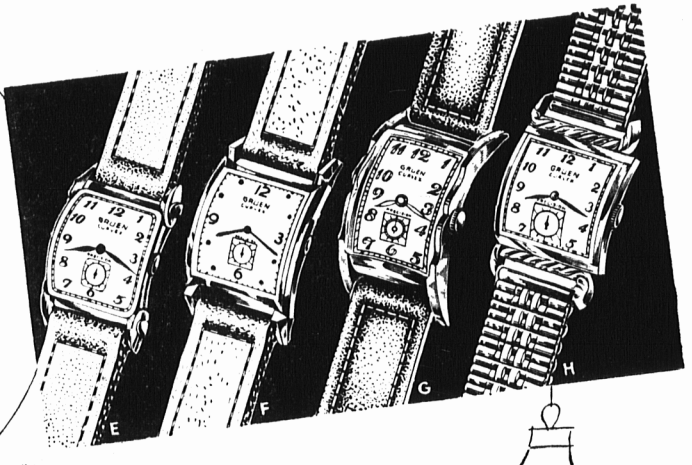


CURVEX "EXECUTIVE"—14 kt. yellow or white gold case, 5-diamond dial, \$200.00. VERI-THIN "QUEEN"—14 kt. white gold case, 42 diamonds, \$900.00.



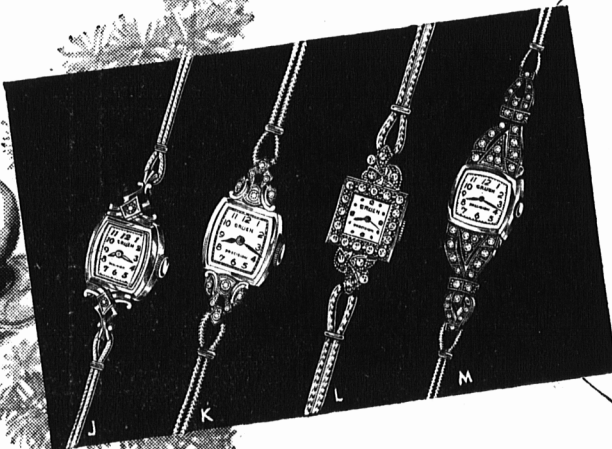
**GIVE A GRUEN CURVEX**  
The only watch of its kind in the world—with a case and movement curved to fit the wrist!

A. CURVEX "PRINCESS"—10 kt. gold-filled case, \$67.50. B. CURVEX "PETITE"—10 kt. gold-filled case, \$65.00. C. THE "WALTZ"—14 kt. yellow or white gold case, \$100.00. D. THE "AGNES"—14 kt. yellow or white gold case, \$82.50. E. CURVEX "LIEUTENANT"—10 kt. gold-filled case, \$65.00. F. CURVEX "KNIGHT"—10 kt. gold-filled case, \$75.00. G. CURVEX "BARON"—10 kt. gold-filled case, \$75.00. H. CURVEX "SENTRY FLEX"—expansion bracelet, 10 kt. gold-filled case, \$79.50.



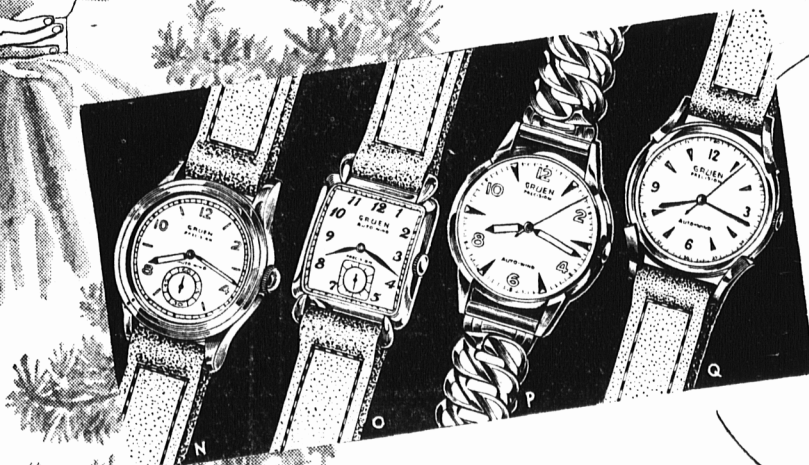
**FOR HER  
A GRUEN DIAMOND SET**  
Time exquisitely set in diamonds!

- J. VERI-THIN "MILLICENT"—14 kt. white gold case, 2 diamonds, \$150.00. K. VERI-THIN "ROLAND"—14 kt. white gold case, 12 diamonds, \$275.00. L. VERI-THIN "MONTEREY"—14 kt. white gold case, 24 diamonds, \$350.00. M. VERI-THIN "MARIE"—14 kt. white gold case, 38 diamonds, \$600.00.



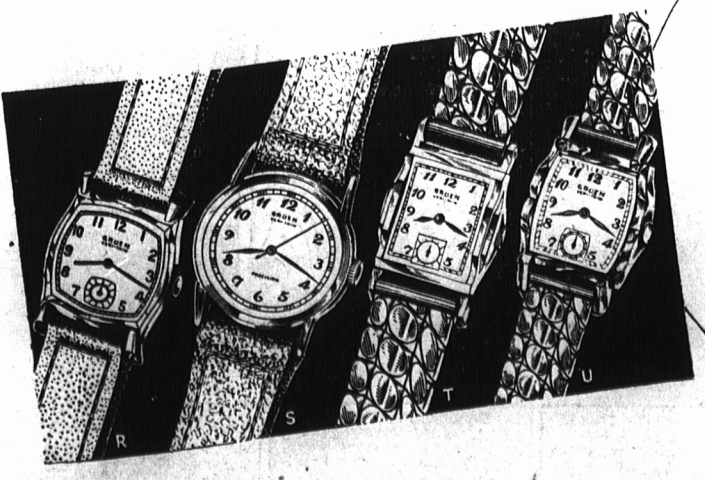
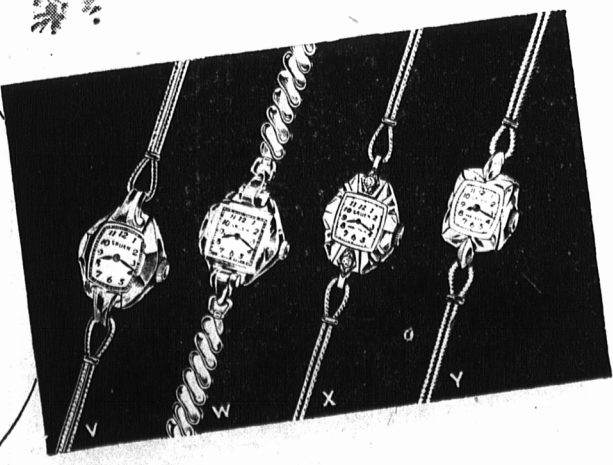
**FOR HIM  
A GRUEN AUTOWIND**  
The automatic choice of every man who wants a watch that winds itself!

- N. AUTOWIND "MASTER"—stainless Guildite waterite case, \$69.50. O. AUTOWIND "CLIPPER"—10 kt. gold-filled case, \$89.50. P. AUTOWIND "VALOR FLEX"—expansion bracelet, 10 kt. gold-filled case, \$100.00. Q. AUTOWIND "MARINER"—14 kt. gold waterite case, \$165.00.



**GIVE A GRUEN VERI-THIN**  
Veri-thin ... very smart ... very much wanted this Christmas!

- R. VERI-THIN "SHADOW"—10 kt. gold-filled top, stainless Guildite back, \$33.75. S. VERI-THIN "NAVIGATOR"—10 kt. gold-filled top, stainless Guildite back, \$59.50. T. VERI-THIN "BRUCE FLEX"—expansion bracelet, 10 kt. gold-filled top, stainless Guildite back, \$47.50. U. VERI-THIN "AVERY FLEX"—expansion bracelet, 10 kt. gold-filled top, stainless Guildite back, \$42.50. V. VERI-THIN "LARK"—10 kt. gold-filled top, stainless Guildite back, \$33.75. W. VERI-THIN "WAND FLEX"—expansion bracelet, 10 kt. gold-filled top, stainless Guildite back, \$42.50. X. VERI-THIN "CECILIA"—10 kt. gold-filled top, stainless Guildite back, 2 diamonds, \$59.50. Y. VERI-THIN "CHARLOTTE"—10 kt. gold-filled case, \$65.00.



**FOR GIFTS OF BEAUTY ... VISIT YOUR GRUEN DEALER**—The authorized Gruen dealer has been selected with care. You can place complete confidence in the quality of everything he sells. Shop at your GRUEN dealer's for Christmas gifts in fine silver, diamonds, china, leather, jewellery, etc. ... and for GRUEN watches.

want to see someone  
happy as this on  
**Christmas Morning...**  
then make your gift a GRUEN watch!

It's that rare combination of superb styling and supreme accuracy that makes a GRUEN *Precision* WATCH the most desired of all Christmas gifts.

THE PROUDEST NAME IN TIME

