
Subject: Re: Gruen parts box

Posted by [Ephemerald](#) on Fri, 02 Apr 2021 07:10:37 GMT

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Gary- like 44 Gruen ad says.. the x ray machine that they dropped from the sky!

Jenneke- no way would I tear the box up. But I did daydream about it, and that there was actually a map underneath to the records, in the landfill.... I'm confident in dating most of my parts boxes so no need to go ballistic. This one is from 1928 to 1929.

They started out originally leather in 1925. And they released certain parts boxes shortly after the calibres were released so jeweler's could repair, here this explains some of it, luckily some of those calibres were in existence just a small window of time.

File Attachments

1) [20210331_194818.jpg](#), downloaded 1592 times

IT can be imagined that this industry condition has been a source of much annoyance to the large manufacturer, such as the Gruen Watch Makers Guild. The Gruen watch is both Swiss and American made. This company has its plants on both sides of the Atlantic, manufacturing its own watch movements and gold watch cases. The Swiss have always had the reputation of making the best watches, principally because of their hereditary skill. The problem, however, has been this lack of standardization, and the inability of the American jeweler always to get repair parts for these miscellaneous Swiss watches. The difficulty of getting repair parts can be understood when we learn that there are now 600 Swiss watches under various names being imported into the country. Many are of nondescript origin.

To overcome this condition as applied to its own business, the Gruen Watch Makers Guild recently originated the Gruen material cabinet. This cabinet holds genuine Gruen parts, such as springs, wheels, jewels and screws. This makes it possible for the jeweler to get dependable Gruen parts, and to do thorough and quick repair. These outfits consist of leather cabinets containing a number of glass bottles, in which the parts are classified. There are sixteen cabinets in all. The set is fitted into a compact case. For a time these cabinets are being offered at a special introductory price, so as to assure a wide distribution of the outfit among jewelers. The proposition is being advertised to the trade. The company expects that this new plan will better enable it to carry out its basic selling policy to offer Gruen watches for