

# United Watch Co.

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*Madretsch, Switzerland*

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The United Watch Co. has been a daughter company of Gruen Manufacturing Co. and was founded on December 9th, 1910. It was managed by Eduard Gasser, who was at the same time the financial officer of Gruen Manufacturing Co, also in Madretsch.

*December 9th. Under the name United Watch Co. (A.-G.), a joint-stock company with its registered office in Madretsch was formed with the purpose of buying, selling and manufacturing pocket watches. The articles of association are dated 5 December 1910 and the duration of the company is unlimited. The share capital amounts to CHF 1000 and is divided into 10 shares of CHF 100 each, which are registered and fully paid up. Company announcements are made by registered letter to the shareholders and published in the Swiss Official Gazette of Commerce. The company is managed by a single person. This management represents the company externally in a legally binding manner. The administrator is Eduard Gasser, of Unter-Hallau, former accountant in St-Imier.*

(source: *Swiss Official Gazette of Commerce*)

In the 1913 watchmakers' register, the United Watch Co (S. A.) is listed as a watch manufacturer in Madretsch, right next to a number of other Gruen related companies and Gruen themselves.

## **Fabricants d'horlogerie.**

*Uhrenfabrikanten.*

† \* **Favre, Marc & Cie.**

† \* **FABRIQUE D'HORLOGERIE  
SEELAND WATCH Co (S. A.)**  
*(voir annonce page 443).*

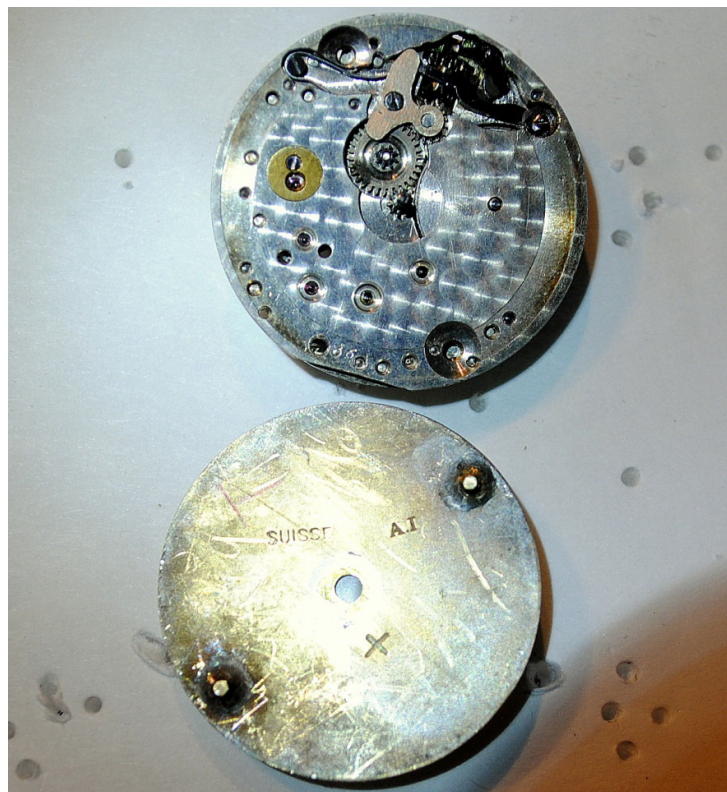
† **FREY & Cie.,** *(voir annonce page 438).*

† **Gruen Watch Co (S. A.),  
Mfg.**

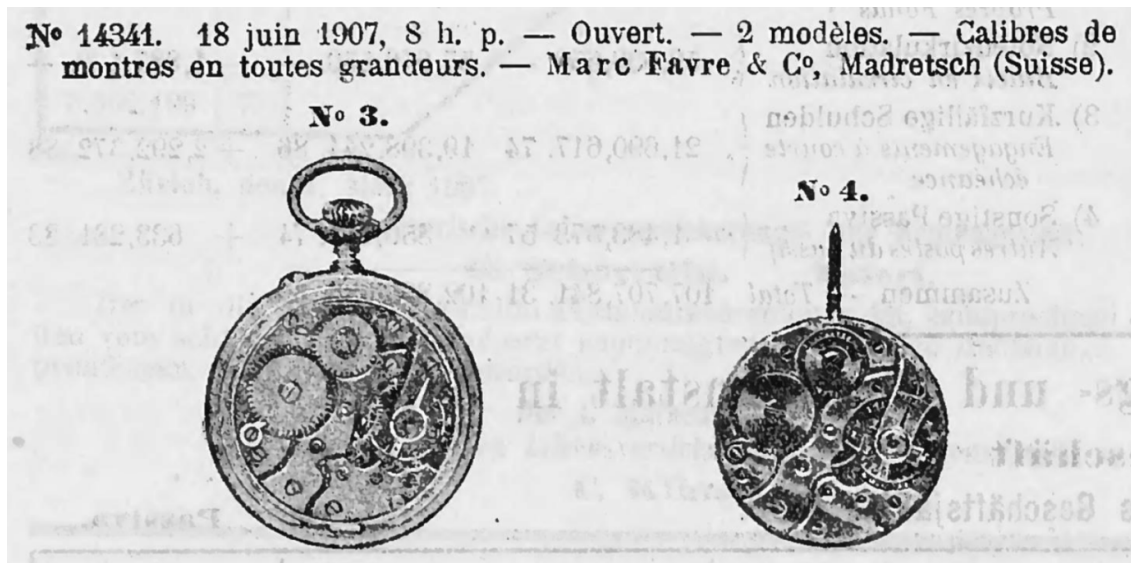
† **United Watch Co (S. A.).**

(source: *Davoine 1913*)

The United Watch Co supplied watches to the USA under "Gruen Guarantee", this was, so to speak, the internal low-cost brand that existed as a precursor of "Watch Specialties". This early wristwatch with the Gruen Caliber 94 is shown as an example. But also movements directly marked "United Watch Co" are known



The Gruen Caliber 94 is a 1907 introduced movement by Marc Favre (Caliber 36?), also from Madretsch. Shown below is the design registration, of this movement as picture No. 4.



The United Watch Co. seems to have been used to differentiate between in house fabricated movements and externally sourced ones plus the import of complete watches including Swiss made cases.

Already at the beginning of 1915 the company was officially merged with the Gruen Watch Manufacturing Co..

*1915. March 13th. The public limited company under the name United Watch C° A. G., with registered office in Madretsch (S. H. A. B. No. 312 of December 12, 1910, pag. 2102) was dissolved by resolution of the general meeting of June 30, 1914 and merged with "Gruen Watch Mfg. C° A. G." with its registered office in Madretsch, to which the assets and liabilities of the latter were transferred. The company ceased to exist.*

*March 13th. The joint stock company under the name of Gruen Watch Mfg. C° (A. G.) with its registered office in Madretsch (S. H. A. B. No. 261 of 16 October 1912, pag. 1823) resolved at its General Meeting of 30 June 1914 to increase its share capital to CHF 350,000 by issuing 36 new registered shares of CHF 5000 each. The increased share capital is fully paid up and now consists of 340 registered shares of CHF 500 each and 36 registered shares of CHF 5000 each. It also decided to take over the assets and liabilities of "United Watch C° A. G.", a public limited company based in Madretsch, which ceased to exist when it merged with the company.*

This means that most likely all Gruen activities under the "United Watch Co." brand and all movements marked with this manufacturer can be dated to the time frame from late 1910 to mid of 1914. It is well worth noticing that during the same time there has been a "United Watch Co., Inc." operating in the US with headquarter in Chicago. It is not likely that the two companies were related to each other in any way. Therefore it might well be the case that confusions between the two companies with incidentally the same name led to the step to cease operations under that name in



Switzerland. The following pocket watch example can most likely be assigned to the Chicago based company. The watch is totally unbranded at the inside, no hint towards case or movement manufacturer. It is not even signed with a place of origin which would have been necessary for importation to the US.

