
Subject: Re: Caliber 96 (United Watch Co + Gruen Guarantee)

Posted by [Ephemerald](#) on Thu, 16 Jul 2020 17:15:57 GMT

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Way interesting. Tons of details I've never read before. Since being able to differentiate between the two United companies bc of your help, I have found out a lot more about the company stateside.

May I make a friendly suggestion? It is to simply to clarify in your article that "Gruen Guarantee....the internal low cost brand that existed as a precursor to Watch Specialties" did in fact, continue through to Watch Specialties Co until at least 1917...so not just a precursor but transitions from United W. Co to WSC.

Thanks for sharing.

File Attachments

1) [20200716_094240.jpg](#), downloaded 2250 times

W. S. Co. Department

sold under Gruen Guarantee

D. G. S. "CONVERTIBLE" WRIST

- C11 7 jewel, all 25 yr.....
- C12 15 jewel adj., all 25 yr
- C13 15 jewel adj., all 25 yr.....
- C20 15 jewel adj., all 25 yr.....
- C25 15 jewel adj., all 14kt
- C14 15 jewel adj., all 14kt
- C17 15 jewel adj., all 14kt

D. G. S. "GENUINE" WRIST

25 year gold filled head and bra

- 699 7 jewel