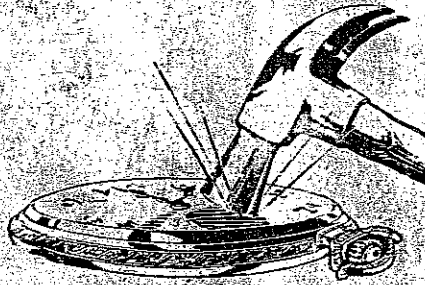




1930 CATALOG

G-S Flexo Crystals

Cannot Break



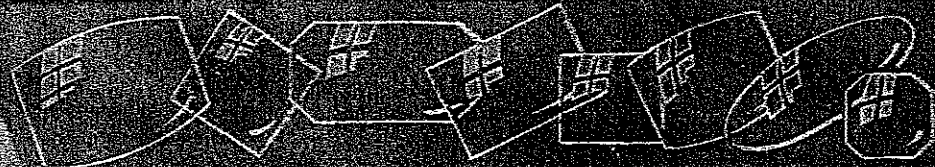
TRADE MARK

Used All Over
the World

Manufactured by
GERMANOW-SIMON MACHINE CO.
ROCHESTER, NEW YORK, U. S. A.

Copyright 1930 by Germanow-Simon Machine Co., Rochester, N. Y.
(Patent applied for)

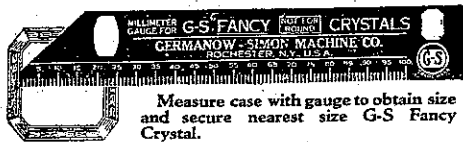
Printed in U. S. A.



Instructions for Fitting G-S Fancy Crystals

SELECTING THE PROPER CRYSTALS

Measure case with G-S Millimeter gauge. Size of bezel illustrated is 22 m.m. Shape of crystal is Q which is listed on page Q. Letter indicates shape of crystal.

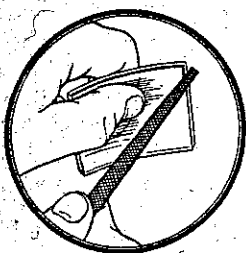


To Fit Crystal In Case With Shallow Groove: (Crystal must be cemented)

Crystal must be exact size before inserting. If crystal is too large, reduce to proper size and file beveled edge. (Always use coarsefile.) Apply carefully cement inside case to cover edge of groove and crystal as illustrated below. Cement forms a scale holding crystal and case securely. Cement inside of case is protected against wear, which loosens crystal. **No crystal glass or non-breakable will hold firmly in a shallow groove unless cemented in properly.**

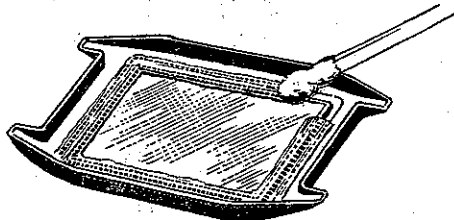
To Fit Crystal In Case With Deep Groove: (No cement necessary)

Select Crystal a trifle larger than the groove. File beveled edge, insert one side of crystal in groove, bend the rest with your fingers and force it until it enters the groove entirely.



Most fancy cases have rounded shallow low grooves. Crystals will set and hold better in such cases if the underneath sharp edge is removed a trifle as illustrated.

Only satisfactory way of applying G-S Crystal Cement



To make crystal hold firmly in shallow groove case, apply cement on inside edge of case and crystal as illustrated.

List and Chart of Shapes

R 0	R 36	Y 73	H 110	T 150
R 00	R 37	N 74	R 111	Y 151
R 1	O 38	R 75	O 112	F 152
R 2	U 39	X 76	O 113	V 153
R 3	X 40	MX 76	C 114	R 154
R 4	MX 40	F 77	C 115	T 155
R 5	N 41	T 78	MX 116	T 156
T 6	R 42	T 79	W 117	R 157
T 7	O 43	F 80	R 118	R 158
T 8	X 44	S 81	V 119	D 159
T 9	MX 44	H 82	Y 120	D 160
T 10	X 45	O 83	X 121	X 161
V 11	MX 45	MY 84	Y 122	X 162
D 12	P 46	T 85	R 123	X 163
X 13	U 47	Y 86	O 124	R 164
X 14	Q 48	T 87	MO 124	Y 165
MX 14	C 49	X 88	T 125	U 166
T 15	T 50	MX 88	C 126	T 167
R 16	R 51	R 89	F 127	S 168
S 17	F 52	Q 90	T 128	S 169
S 18	P 53	R 91	W 129	S 170
S 19	H 54	X 92	W 130	S 171
X 20	T 55	MX 92	T 131	S 172
MX 20	W 56	N 93	Y 132	S 173
X 21	P 57	T 94	C 133	S 174
MX 21	Q 58	R 95	S 134	S 175
U 22	C 59	X 96	O 135	S 176
T 23	T 60	MX 96	MY 136	MX 178
C 24	T 61	T 97	Q 137	X 177
C 25	X 62	O 98	MX 138	MX 179
X 26	MX 62	P 99	S 139	X 180
X 27	S 63	Q 100	R 140	Y 181
D 28	X 64	T 101	T 141	T 182
T 29	T 65	N 102	R 142	MY 183
N 30	S 66	T 103	Q 143	T 184
P 31	S 67	Q 104	Y 144	T 185
V 32	T 68	C 105	X 145	T 186
T 33	Y 69	N 106	H 146	T 187
T 34	W 70	C 107	T 147	R 188
X 35	W 71	C 108	T 148	R 189
MX 35	S 72	U 109	Y 149	F 190

Ask for "G-S Flexo", Don't Say "Unbreakable"



R 123
15.0x12.6
Kamion
Acme

R 164
15.5x13.1
Benrus

R 0
17.4x11.2
Illinois
Star

R 00
19.5x12.0
Swiss

R 75
17.2x14.2
Waltham
Illinois

R 158
16.6x13.0
Elgin

R III
21.3x10.3
Illinois
Swiss

R 91
21.8x12.5
Benrus
S & M

R 157
19.5x12.3
Elgin
Solidarity

R 1
22.5x13.5
Star
Keystone

R 2
22.8x13.8
Bruner
Liberty

R 3
23.6x13.6
Illinois
Kamion

R 4
23.1x14.5
S. & M.
Sturdy

R 5
23.4x14.3
Keystone
Amer. Stand.

R 37
25.8x14.7
Fahys
Star

R 188
14.3x12.5
Acme
Diel

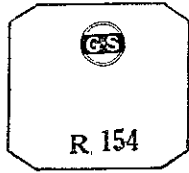
G-S Keeps Pace with Demand

G-S Flexo Crystals Make Satisfied Customers



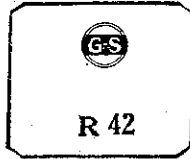
R 142

24.8x20.0
Westfield



R 154

23.4x21.6
Beiove



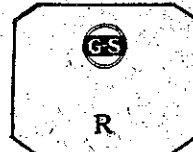
R 42

24.2x20.2
Benrus
Bulova
Elgin



R 36

24.6x21.2
Star
Belove
Arista



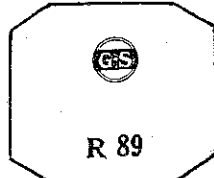
R

Rectangular, Cut
Corner, Men's Sizes



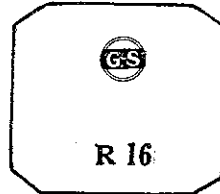
R 95

26.0x22.0
Illinois
Swiss



R 89

27.1x23.0
Keystone
Wadsworth



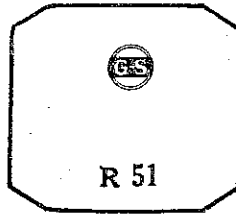
R 16

28.0x24.3
Fahys
Illinois



R 118

28.2x24.6
L & L-S & M



R 51

29.7x26.2
Special



R 189

22.6 x20.0
Elgin

G-S Flexo Crystals Used the World Over

G-S Keeps Pace with Demand



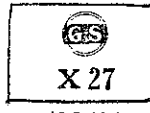
15.9x14.7
Wadsworth



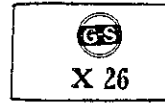
12.8x16.2
Westfield



17.9x12.7
Star
Pioneer



18.5x12.2
Gold
And Lubin



21.2x12.3
Acme
Gruen



22.7x13.6
Star
Elgin



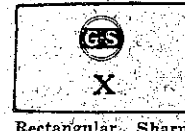
19.8x9.4
Bulova



15.9x 11.2
Gruen



19.9 x14.3
Bulova



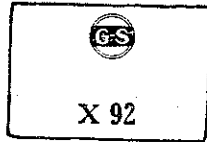
Rectangular, Sharp
Corner, Ladies' Sizes

Ask for "G-S Flexo", Don't Say "Unbreakable"

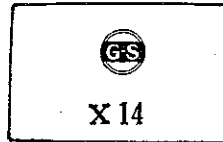
G-S Flexo Crystals Used the World Over



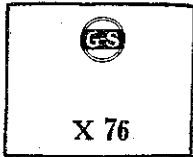
X 62
26.8x14.2
Swiss



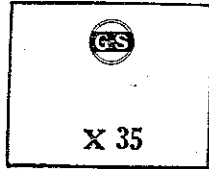
X 92
26.2x17.1
Elgin
Belove



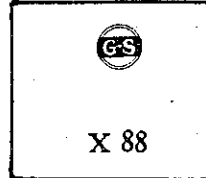
X 14
29.0x18.1
Longines



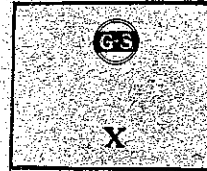
X 76
24.3x19.4
Liberty Star
Elgin



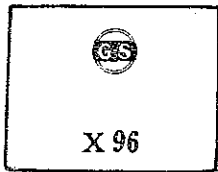
X 35
26.6x21.0
Klass
Diel



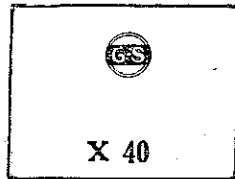
X 88
26.5x22.5
Swiss



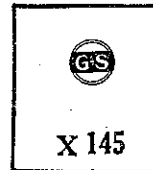
X
Rectangular, Sharp
Corner, Men's Sizes



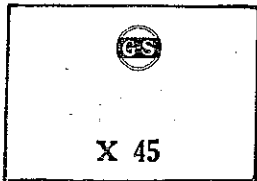
X 96
27.7x21.0
Illinois
Diel



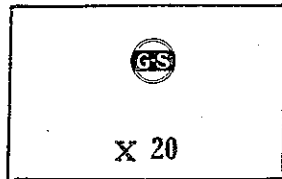
X 40
30.0x22.1
Tavannes
Bulova



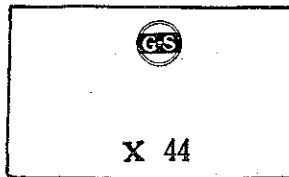
X 145
21.5x19.8
Elgin No. 403



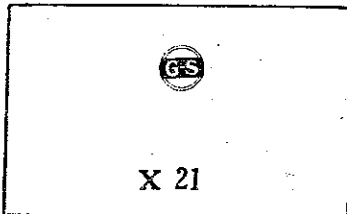
X 45
32.5x22.8
Relief
Haynes



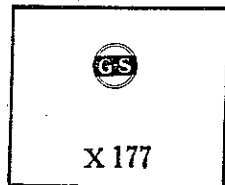
X 20
36.2x22.2
Scheng
Blank for Military



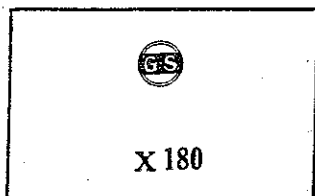
X 44
38.3x22.1
Swiss



X 21
45.0x26.9
Blank for Military



X 177
28.0x23.0
Longines - Wittnauer



X 180
40.5x24.5
Blank for Military

G-S Flexo Crystals Make Satisfied Customers

Ask for "G-S Flexo", Don't Say "Unbreakable"



S168
9.5x9.5
Pioneer



S 81
10.5x10.5
Elgin



S139
11.5x11.5
Bulova



S 169
12.5x12.5
Swiss



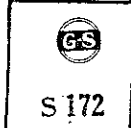
S 170
13.5x13.5
Swiss



S 66
14.3x14.3
Swiss



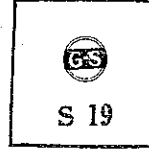
S 171
15.5x15.5
Swiss



S 172
16.5x16.5
Swiss



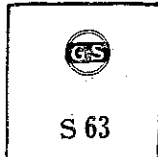
S 173
17.5x17.5
Gruen



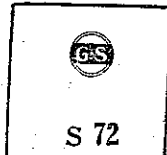
S 19
18.5x18.5
Bulova
Gruen



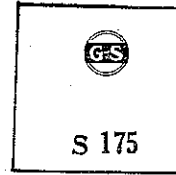
S 174
19.0x19.0
Supreme



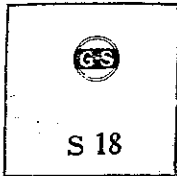
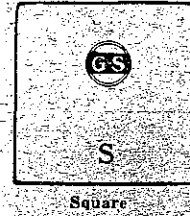
S 63
19.7x19.7
Acme
Wadsworth



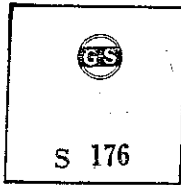
S 72
20.7x20.7
Helbein, Stone
Star



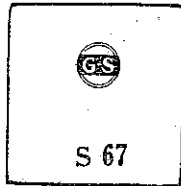
S 175
21.5x21.5
Bruner
Emerson
Pioneer



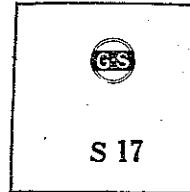
S 18
22.0x22.0
Bulova
Swiss



S 176
22.5x22.5
Swiss
Belove



S 67
23.1x23.1
Liberty, Swiss



S 17
24.0x24.0
Fahys
N. American



S 134
25.1x25.0
Swiss

G-S Flexo Crystals Used the World Over

G-S Flexo Crystals Make Satisfied Customers



Q 104

20.2x20.2
General
Pioneer



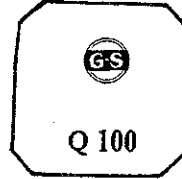
Q 48

21.0x21.0
Star
Acme
Diel
Pioneer



Q 143

21.7x21.7
La Salle



Q 100

22.1x22.1
Wittnauer
Benrus



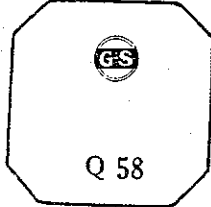
Q 90

23.3x23.8
Keystone



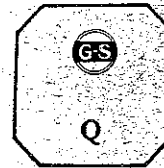
Q 137

23.4x23.4
Hamilton
Fahys



Q 58

26.0x26.0
Star
Fahys



Q

Square
Cut Corner

G-S Keeps Pace with Demand

Ask for "G-S Flexo", Don't Say "Unbreakable"



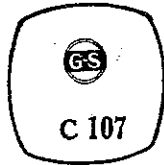
C 59

19.0x19.0
Keystone



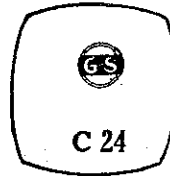
C 114

20.2x20.2
Bulova
Liberty



C 107

20.4x20.4
Liberty
Bulova



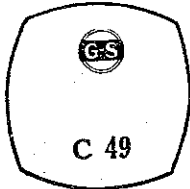
C 24

21.6x21.6
S. & M.
Diel



C 108

21.7x21.7
S & M
Diel



C 49

23.5x23.5
Keystone
Illinois
Major
Elgin



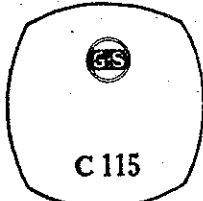
C 133

24.4x24.3
Elgin
Wadsworth



C 126

25.0x25.0
Swiss



C 115

26.1x25.8
Wadsworth
Star

26x26



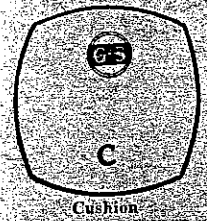
C 25

26.6x26.6
Illinois
Star



C 105

24.4x24.1
Elgin
Illinois



Cushion

G-S Flexo Crystals Used the World Over

G-S Flexo Crystals Make Satisfied Customers



22.5x12.5
Diel, Winton
Pioneer



21.8x13.6
Elgin, Star



15.8x13.8
Elgin



12.3x12.3
Elgin



18.7x11.0
Elgin



23.4x18.4
Benrus



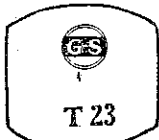
Fancy Odd Shape



Military Rectangular
Cut Corner

G-S Keeps Pace with Demand

Ask for "G-S Flexo", Don't Say "Unbreakable"



T 23
19.5x18.6
Wadsworth
Swiss



T 103
20.3x20.2
Keystone



T 78
22.0x20.3
Warwick
Kamion



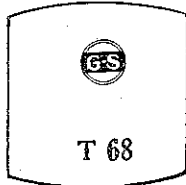
T 79
22.8x22.6
Keystone
Star



T 131
23.7x19.7
Elgin
Bulova



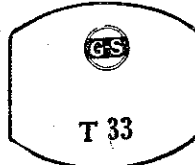
T 128
23.1x21.8
Warwick
Acme



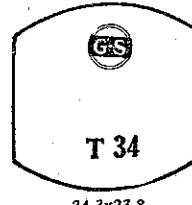
T 68
23.4x23.4
Bulova, Elgin
Wadsworth



T 125
24.5x23.5
Helbros
Helbein, Stone



T 33
24.4x21.0
Diel
Belove



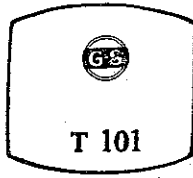
T 34
24.3x23.8
Diel
Bulova
Wadsworth



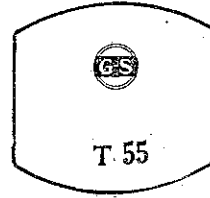
T 94
24.7x23.4
Elgin
Legionnaire
Keystone



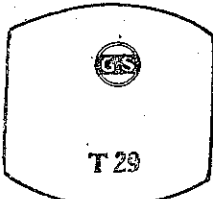
T 141
24.7x22.5
Bulova



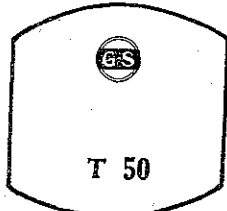
T 101
23.9x21.4
Illinois
Consul



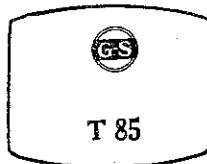
T 55
26.1x24.2
Dueber
Hampden



T 29
26.9x26.2
Diel
Illinois
Star
Keystone



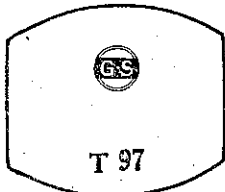
T 50
27.9x27.4
Liberty



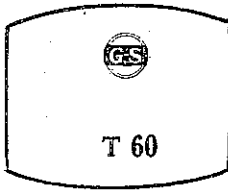
T 85
26.4x20.7
Elaine



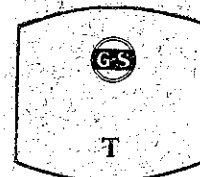
T 15
27.8x22.3
Swiss



T 97
27.8x24.2
Swiss



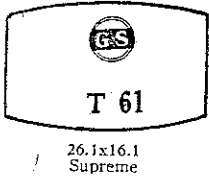
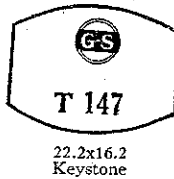
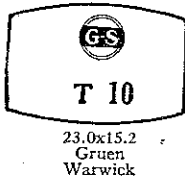
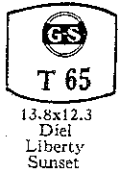
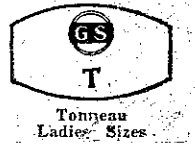
T 60
29.1x23.2
Swiss



T
Tonneau
Men's Sizes

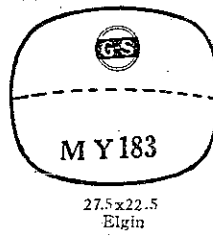
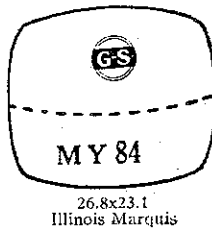
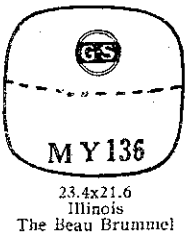
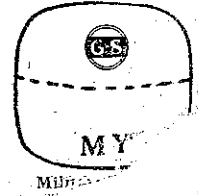
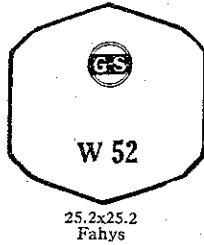
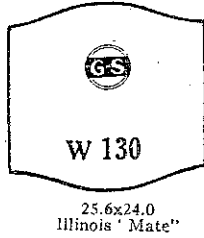
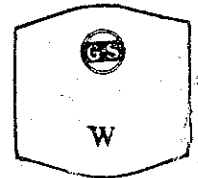
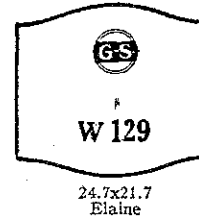
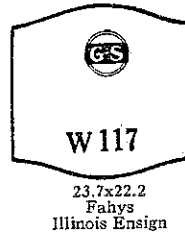
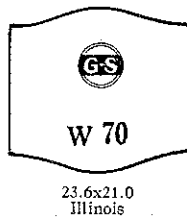
G-S Flexo Crystals Used the World Over

G-S Flexo Crystals Make Satisfied Customers



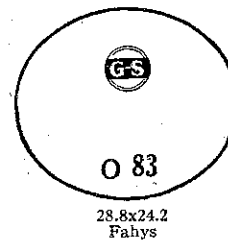
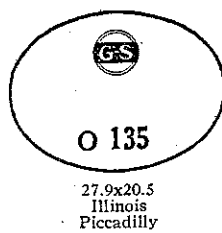
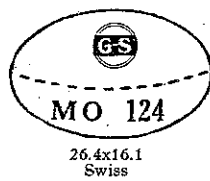
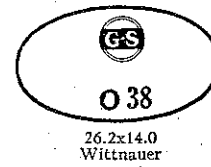
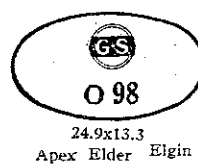
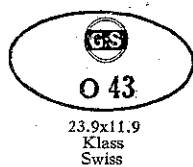
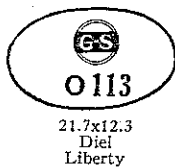
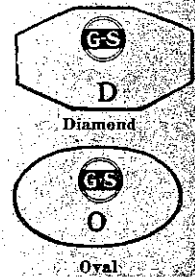
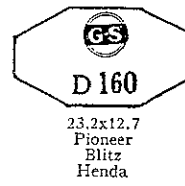
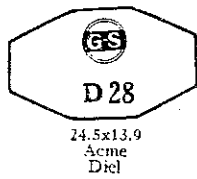
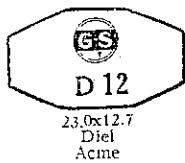
G-S Keeps Pace with Demand

Ask for "G-S Flexo", Don't Say "Unbreakable"



G-S Flexo Crystals Used the World Over

G-S Flexo Crystals Make Satisfied Customers



G-S Keeps Pace with Demand

G-S Flexo Crystals Used the World Over



V 119

23.7x13.2
Pioneer
Diel



V 11

23.3x14.2
L. & L. Amer
Stand.



V 32

22.8x12.7
Star
Emerson



V 153

23.3x13.0
Liberty



V

Rocco



U

Tulin



U 109

15.8x11.9
Pioneer



U 166

22.1x11.9
Bulova
Acme



U 47

22.0x12.2
Amer.
Stand.



U 22

24.8x12.7
Western
Star

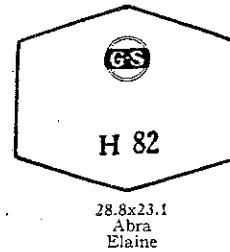
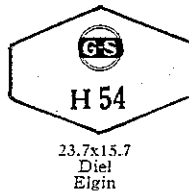
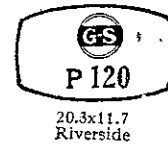
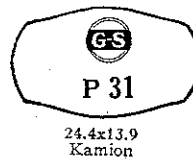


U 39

25.2x13.6
Swiss

Ask for "G-S Flexo", Don't Say "Unbreakable"

G-S Keeps Pace with Demand



G-S Flexo Crystals Make Satisfied Customers

G-S Flexo Crystals Make Satisfied Customers



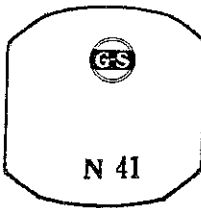
N 106
19.0x19.0
Swiss



N 93
21.0x20.8
Trojan



N 74
23.9x23.9
Elgin
Fabys



N 41
25.9x25.6
Illinois
Fabys



N 30
27.6x26.8
Star
Keystone



N 102
27.0x26.2
Illinois
Star
Wadsworth



Y 165
14.5x12.6
M. Preston
Kamion



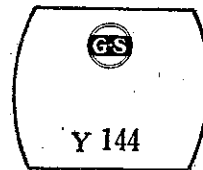
Y 122
17.0x11.1
Bulova



Y 69
17.3x12.1
Liberty
Bulova



Y 86
21.5x17.9
Swiss



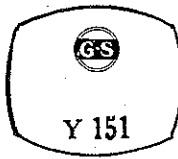
Y 144
25.5x21.0
Elgin No. 403
Wadsworth



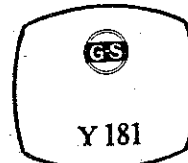
Y 149
26.5x19.2
Swiss



Y 73
25.3x22.9
Hamilton
Wadsworth



Y 151
22.0x19.0
Elgin
Marshall



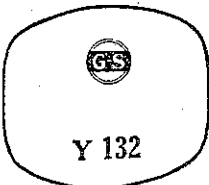
Y 181
23.5x21.0
Swiss — L & L.



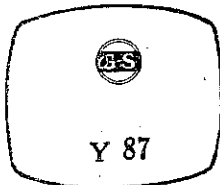
N
Octagon



Y
Convex



Y 132
26.7x23.0
Elgin



Y 87
27.8x23.2
Elgin

G-S Keeps Pace with Demand

G-S Flexo Crystals Used the World Over



MX 62
26.8x14.2
Swiss



MX 92
26.2x17.1
Elgin
Belove



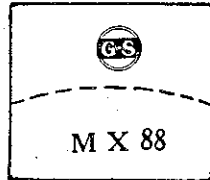
MX 14
29.0x18.1
Longines



MX 76
24.3x19.4
Liberty, Star
Elgin



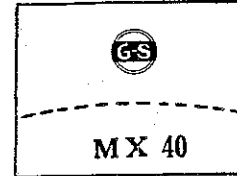
MX 35
26.6x21.0
Klass
Diel



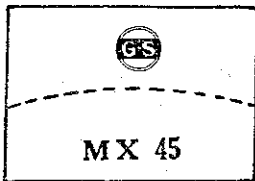
MX 88
26.5x22.5
Swiss



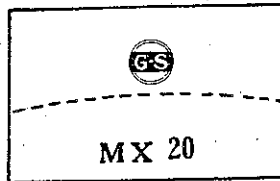
MX 96
27.7x21.0
Illinois
Diel



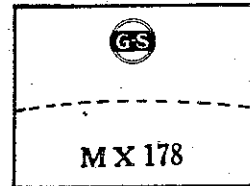
MX 40
30.0x22.1
Tavannes
Bulova



MX 45
32.5x22.8
Relief
Haynes



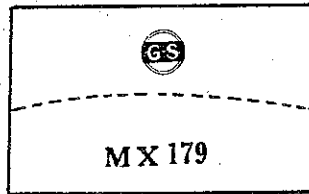
MX 20
36.2x22.2
Scheng
Blank for Military



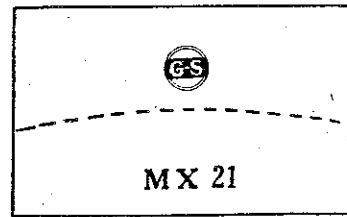
MX 178
32.0x23.5
Wittnauer



MX 44
38.3x22.1
Swiss



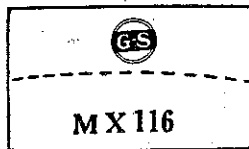
MX 179
40.5x24.5
Blank for Military



MX 21
45.0x26.9
Blank for Military



MX 138
35x13.5
Didisheim,
Goering & Bruner



MX 116
31.6x18.0
Swiss



MX
Military Rectangular
Sharp Corner

Ask for "G-S Flexo", Don't Say "Unbreakable"

NATIONALLY ADVERTISED

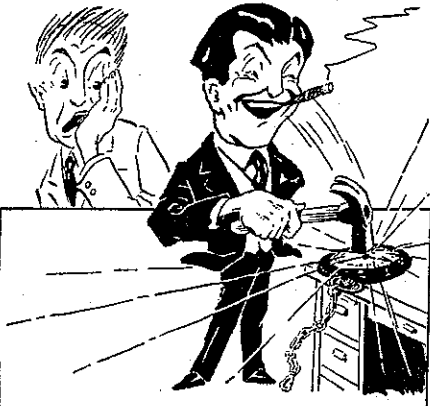


Featuring
G-S Flexo Watch Crystals

Sell G-S, the Only Nationally Advertised Watch Crystals



Micro-photo of inside of watch. Note dirt, dust, glass chips, due to broken crystal.



If you could look through the Jeweler's glass...

Then you'd know why a watch can be so inaccurate and so expensive to repair. The delicate mechanism is very often injured by improperly fitted or broken crystals.

Make your gift-watch last!
Get the new G-S Crystal. *Guaranteed not to break.* Fits tightly; protects your watch from dirt, damp air and blows. Sold by jewelers everywhere. But beware of substitutes. Insist on a genuine trade marked G-S. Germanow-Simon Co., Rochester, N. Y. *Special crystals for industrial uses*

You can't break G-S crystals
SHINING AND CLEAR
SHAPES FOR ALL WATCHES

G-S Unbreakable
TRADE MARK G-S REGISTERED
Watch Crystals
Shining, clear

YOU can't tell them from glass. The finer your watch the more it deserves the protection of a G-S Crystal. All possible shapes and sizes. Ask your jeweler for G-S "Unbreakable."

Guaranteed
to please you in every way.

Special Crystals for clocks, gauges, instruments, etc.
GERMANOW-SIMON CO.
Rochester, New York

T. M. **G-S** Reg.
You CAN'T BREAK
these clear, white
WATCH CRYSTALS

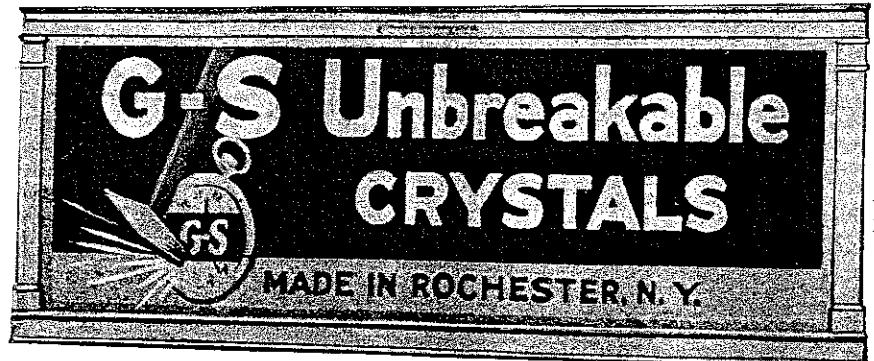
G-S, they're unbreakable. They are clear and white; they stay clear, white hard. And they fit so tightly that they resist the sensitive movement of your watch against dust and damp air. The better watch the more it needs the protection of a genuine G-S Unbreakable. **Guaranteed never to break—replaced in a year for any reason.**

Guaranteed G-S
trade-marked G-S envelopes.
Ask your jeweler for G-S
Fitted while you wait
50c to \$1 Fancy shapes, \$1 to \$2.50
GERMANOW-SIMON CO.
ROCHESTER, NEW YORK
Jewelers: Write for special folder
Manufacturers using crystals,
write for information.

The above are examples of the advertisements appearing monthly in the Sat. Eve. Post. Others will follow regularly.

Every month more and more people are learning about G-S Flexo crystals from the G-S advertisements. They know that these crystals are clear, shining and hard. They know that they are guaranteed not to break. And they want G-S crystals in their watches.

ALL along the lines of the Pennsylvania Railroad reaching from Manhattan Transfer to Atlantic City, Washington and the principal cities of Pennsylvania millions of travellers are seeing these signboards that tell the G-S story.



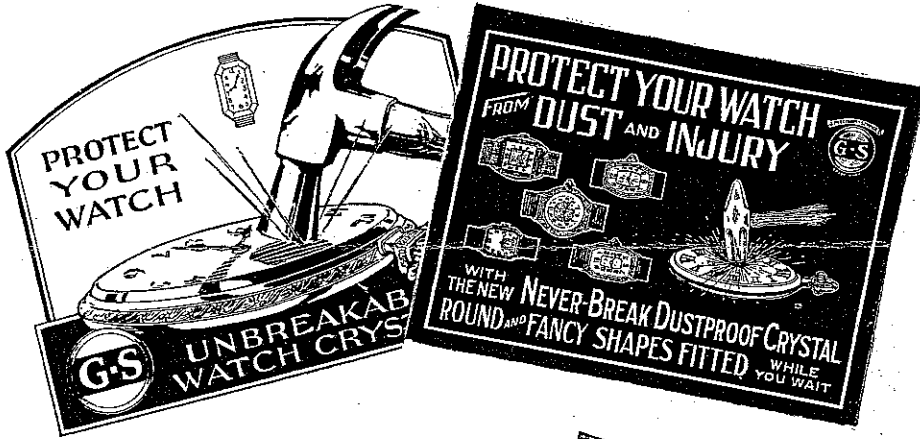
Constantly to the Traveling Public

How we help our customers sell more G-S Flexo Crystals

THIS advertising, wide-spread and effective, is making people want G-S, the one nationally advertised unbreakable crystal. They'll buy G-S Crystals from you if you tell them that you insert G-S Crystals at your shop.

Use the attractive, eye-catching materials we provide—window signs, counter signs, window strips, lantern slides, mats for newspaper advertisements. Just check the coupon on the last page for whatever you can use.

Display Sign in embossed black and gold. Easel back. Very handsome in appearance. Free. Two sizes. Order No. 1 (6" x 4 1/2"). Order No. 2 (4" x 2 1/2").

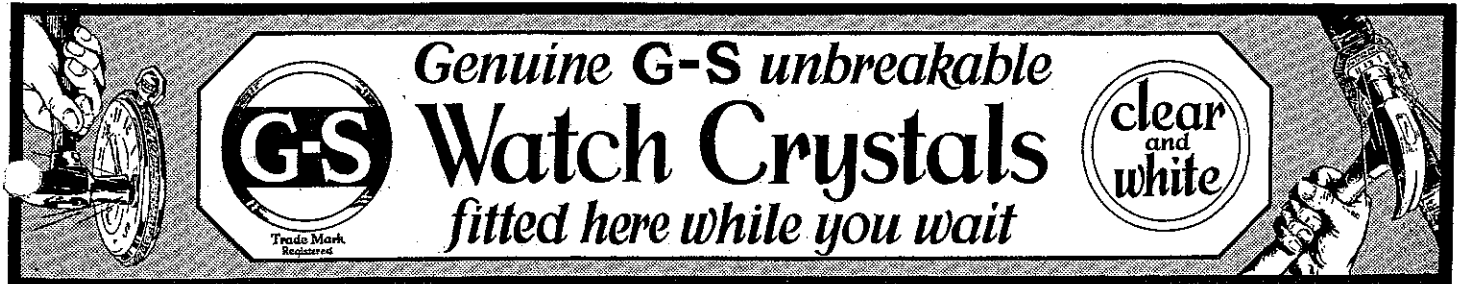


Colored lantern slide for display in your motion picture theatre. Complete including your name and address, 50c. A very effective means of advertising. Order No. 3.

Decalcomania (transfer) window sign in black, gold and blue. 4 1/2" square. Free. Order No. 4.

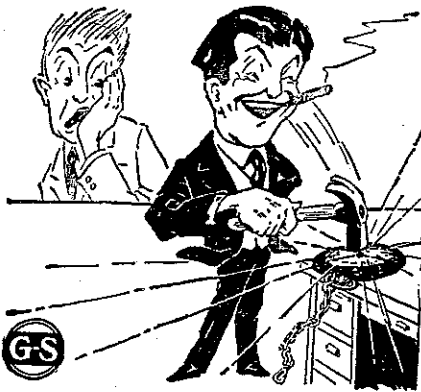


Counter or window display sign. An attractively colored photograph mounted on heavy card with easel back. Size 5 1/4" x 6 3/4". Free. Order No. 5.



This striking window strip is 22 1/4" x 4 1/2". Printed in black and Persian orange. Sent you complete with stickers for attaching to your window. Free. Order No. 6.

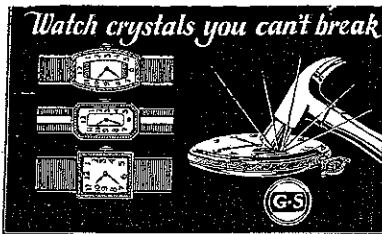
For advertising in your local newspaper. Send for free mats and electros.



CRYSTALS YOU CAN'T BREAK

ELECTRO No. 7

ELECTRO No. 10



Your Watch Glass is as important as your Main Spring

Your watch won't keep correct time if the glass is so low that it hinders the hands—or if it is loose and permits dust to enter.

**Protect your watch—
with a new improved
G-S Crystal**

Unbreakable—clear and white—
clears the hands—fits tight and
dust-proof.

Fitted while you wait

MAT No. 14 includes No. 10 and Type

Cut out and Mail to

Germanow-Simon Machine Co., Rochester, N. Y.
or your jobber

for advertising purposes

Please send the items checked below

- | | |
|--|---|
| <input type="checkbox"/> G-S Display Sign No. 1 | <input type="checkbox"/> G-S Electro No. 8 |
| <input type="checkbox"/> G-S Window Sign No. 2 | <input type="checkbox"/> G-S Electro No. 9 |
| <input type="checkbox"/> G-S Window Sign No. 4 | <input type="checkbox"/> G-S Electro No. 10 |
| <input type="checkbox"/> G-S Display Sign No. 5 | <input type="checkbox"/> G-S Electro No. 11 |
| <input type="checkbox"/> G-S Window Strip No. 6 | <input type="checkbox"/> G-S Electro No. 12 |
| <input type="checkbox"/> G-S Electro No. 7 | |
| <input type="checkbox"/> G-S Mat No. 14 includes Electro No. 10 and Type. | |
| <input type="checkbox"/> G-S Lantern Slide No. 3 (Price 50c. Specify how you want your name and address inserted.) | |

Name

Address



CRYSTALS YOU CAN'T BREAK

ELECTRO No. 8



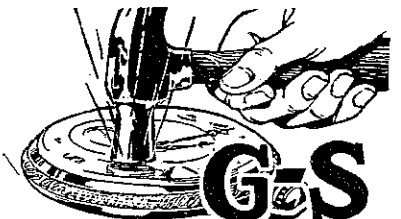
CRYSTALS YOU CAN'T BREAK

ELECTRO No. 9



CRYSTALS YOU CAN'T BREAK

ELECTRO No. 11



CRYSTALS YOU CAN'T BREAK

ELECTRO No. 12

WARNING

THE popularity of G-S Flexo Crystals is so great that stores not equipped with them display the G-S signs, secured by unfair methods. When such cases are reported to us, our Legal Counsel takes immediate steps to protect our actual customers. *Help us to protect you.*

Germanow-Simon Machine Co.
Rochester New York

Reg. in U. S. A. and



foreign countries