OK, accompanying papers first, it is a single sheet of paper, printed double sided:

Here comes the folder showing the box. As you can see the inside looks a bit different in this preseries, I think that the introductory folder was made with prototypes of the boxes.

Last but not least a group picture of all 6 Victor / Victoria models:

There is the slight possibility that the boxes were used for the succeeding Victor / Victoria couple of quite different looking watches with the same names which were introduced as successors in 1938.
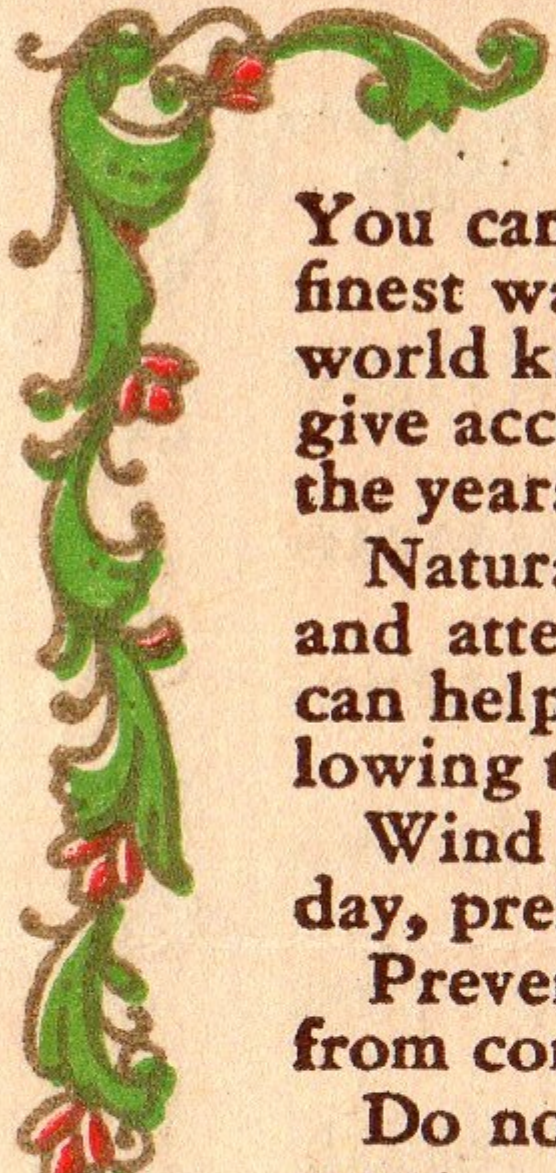
File Attachments
1) Victoria001.jpg, downloaded 1824 times

Guara...

GRUEN W...

This Certifies that your...
Watch, a product of fine cr...
ship, is perfect in original...
ture, materials and adjustme...
been given every exhaus...
necessary before leaving o...

2) Victoria002.jpg, downloaded 1868 times

How to Care
Your Fine G

You can always be proud of your
finest watch that the finest watchma
world know how to make. It is sturd
give accurate, dependable timekeepi
the years.

Naturally, you will give your Gru
and attention that a fine watch des
can help maintain its precision accu
lowing these few rules:

Wind your Gruen fully, *at the sam*
day, preferably when you arise in th

Prevent dust, lint, cosmetics and
from coming in contact with your w

Do not open the back and expose

VICTOR—*Yellow gold filled case, Guildite back. Leather strap, 15 jewels*............$29.75

VICTOR FLEX—*Yellow gold filled case, Guildite back. Flexible link band. 15 jewels* $33.75

VICTOR DE LUXE — *Yellow gold filled case, Guildite back. Distinctive flexible band, 15 jewels* $37.50

VICTOR McLAGLEN in "Professional Soldier" a Darryl F. Zanuck 20th Century Production.

VICTOR newest Gruen 15 jewels

29.75

GRUEN *Presents* THE VICTOR

Named in honor of Victor McLaglen, the distinguished star, now appearing on the screen in the thrilling picture, "Professional Soldier."

The Gruen "Victor" is a watch that any man will be proud to own. Sturdy and handsome, its precision accuracy insures dependable timekeeping. See the new Gruen "Victor" series now on display in our store.

VICTOR . . . the smart new Gruen with matching bracelet, 15 jewels **33.75**

YOUR STORE
SIGNATURE HERE

Mat No. 33
2 columns by 9 inches

Newest GRUEN *creations*

The "Victor" watch for men, created for Victor McLaglen, now appearing in "Professional Soldier". . . and the "Victoria" for ladies, designed and named for the stage role "Victoria Regina" portrayed by Helen Hayes.

VICTOR
A watch that any man will be proud to own, sturdy and handsome, the precision accuracy of this new 15 jewel Gruen insures dependable timekeeping **29.75**

VICTORIA
Trim lines and attractive appearance, Precision accuracy. **29.75**

YOUR STORE
SIGNATURE HERE

Mat No. 34
2 columns by 6 inches

The "Victor" man's, smart GRUEN **29.75**

GRUEN The Precision WATCH

Helen Hayes . . . in the Broadway Hit "Victoria Regina"
See the Gruen "Victoria" Watch named in honor of the stage role performed by Miss Hayes

Helen Hayes in the role, new "Victoria Regina"

GRUEN creates a beautiful watch and names it for a lovely lady . . .

The "Victoria"

MUTUAL

This brilliantly colorful new window display will tie up your store definitely with the powerful support given the new Gruen "Victor" and "Victoria" watches by those famous stars of the stage and screen, Helen Hayes and Victor McLaglen. It will make passers-by stop, look and enter your store.

The complete display consists of the distinctively designed centerpiece illustrated above, two side displays shown at left and right, and four display cards illustrated below—seven pieces in all.

Up-to-the-minute in timeliness RIGHT NOW, this attractive display will bring to your store the many customers produced by extensive national magazine, radio and publicity campaigns on the "Victor-Victoria" series of Gruen Watches.

GRUEN PRESENTS The VICTOR

Named in honor of Victor McLaglen, now appearing in...

The four display cards illustrated above and at the right are included in the complete display. Two cards tie up Victor McLaglen with the Gruen "Victor" watch—the other two cards feature Helen Hayes and the new Gruen "Victoria" watch. The attention-compelling scenes on the cards are from the movie "Professional Soldier" in which Mr. McLaglen is now starring and from the stage play "Victoria Regina" in which Miss Hayes is the dramatic star.

Millions of people will be told rep... "Victoria" watches in the broad... over the Mutual Broadcasting Sys... at 7:45 P.M. This popular program... will also link Victor McLaglen wit... Hayes with the new Gruen "Victo... be told "See these beautiful new Gr...

The Beginning of the Gruen Hit Par...

Not just new watches, but new STYLE LEADERS. Three new styles in the "Victor" series for men and three lovely watches in the "Victoria"...

Tie up your store NOW with the p... Victoria" series. Order an adequ... LEADERS...