Subject: Re: Gruen 80th anniversary watch? Posted by Ephemerald on Tue, 12 Oct 2021 23:08:37 GMT

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You are welcome! :)

It's a really nice Gruen. Definitely not "cheap" especially when compared to average models from the same time.

Clear your watch is highlighted as being in a higher tier, even while more standard models seem to be the main highlight of the campaign.

Here take a look at part 2 of the ad, complete. 17 jewel gold filled all for less than 100.00. And a 17 jewel solid gold model for 125.00. I know you were being tongue in cheek but to me 450.00 is an astounding amount.

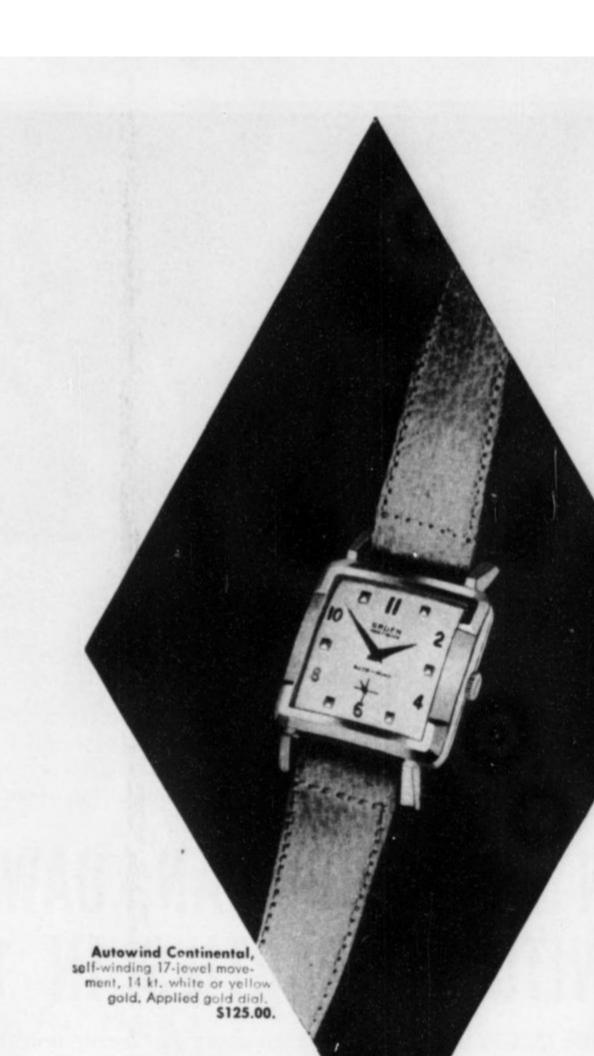
I own a '53 Royalty series and my model retailed for 200.00.

But you are right, there is *always* pricier Gruens...but we can size it up to a comparable previous model, looks like a Jonell with ONLY 48 diamonds;)... Strap 830, that went by the name of "Victory" and sold for \$495.00 in January 1954.

I don't know for certain if your watch originally came with the Royalty Series booklet on diamonds....but I think it likely did. So I took some photos if you 're curious and haven't seen one. Enjoy.

File Attachments
1) January1955p2.jpg, downloaded 1723 times

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your precious

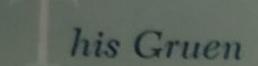
GRUEN

Royalty

DIAMOND
WATCH

GUARANTEED AGAINST

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Royalty Watch . . . set with genuine diamonds, is one of a limited series



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ou are now one of the fortunate few who owns a rare and wonderful Gruen "Royalty" Watch. You will take special pride in this magnificent timepiece, for only Gruen gives you the distinction of exclusive custom styling . . . the promise of brilliant accuracy, assured by the word Precision* on the dial. And only Gruen honors your new and precious treasure by guaranteeing the diamonds in the case against loss for one year from the date of purchase. Page 10 of 13 ---- Generated from Vintage Gruen

s you encircle your wrist with this distinguished Gruen Watch, your admiration of its delicate grace and beauty will honor its world-famous designer - Marcé. His creative genius, devoted exclusively to Gruen Diamond Watches has greatly contributed to Gruen's enviable position as fashion-leader of the watch world. As a connoisseur of fine things, you will appreciate the ever-lasting loveliness of this Gruen Marcé-Original.

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GRUEN



THE PRECISION WATCH