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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.

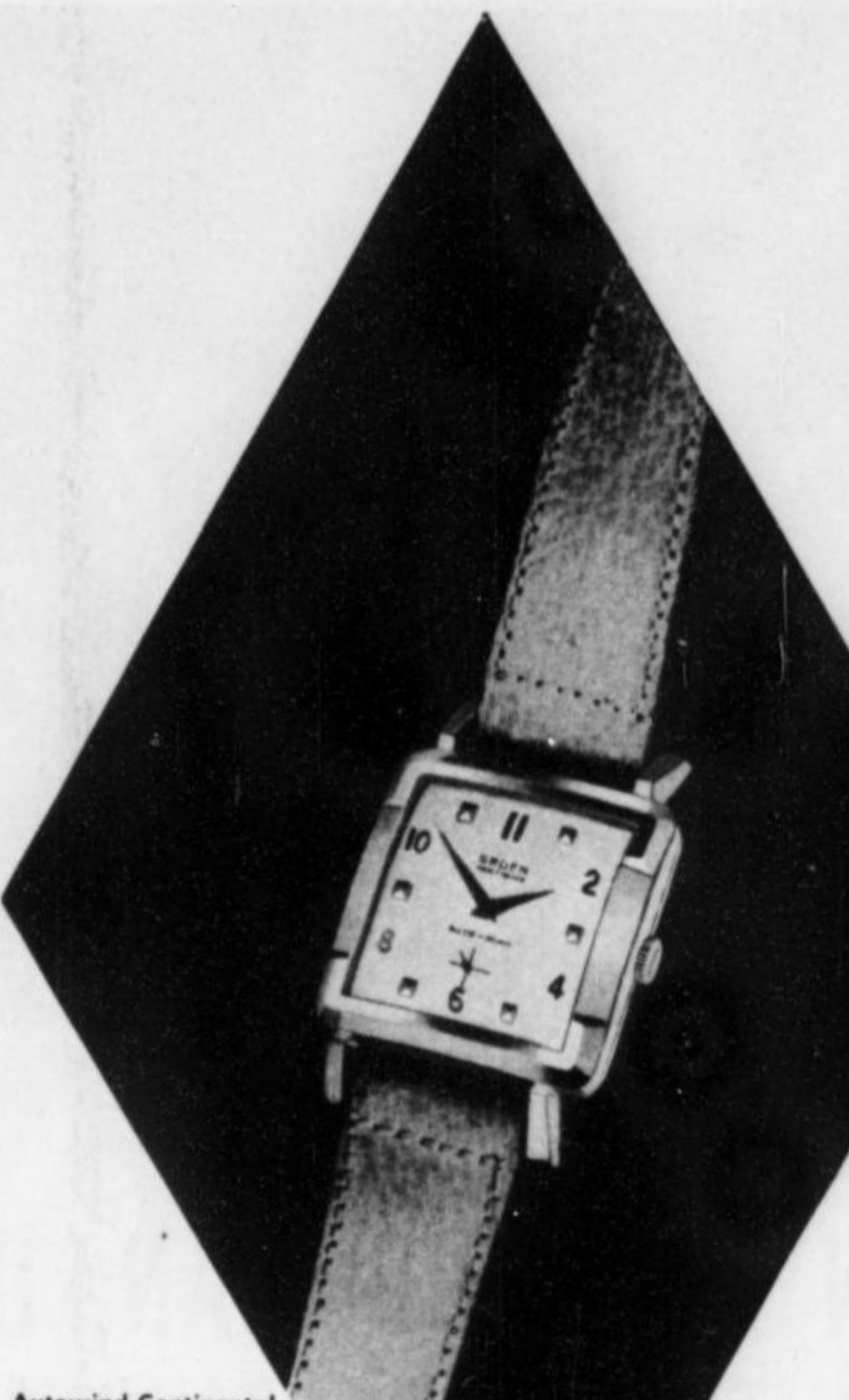
But you are right, there is \*always\* pricier Gruens...but we can size it up to a comparable previous model, looks like a Jonell with ONLY 48 diamonds;)... Strap 830, that went by the name of "Victory" and sold for \$495.00 in January 1954.

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 2137 times

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**Autowind Continental,**  
self-winding 17-jewel move-  
ment, 14 kt. white or yellow  
gold. Applied gold dial.  
**\$125.00.**

2) [20211012\\_160039.jpg](#), downloaded 2086 times



your precious

GRUEN

*Royalty*

DIAMOND  
WATCH

GUARANTEED AGAINST

3) [20211012\\_155749.jpg](#), downloaded 2085 times

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



4) [20211012\\_155839.jpg](#), downloaded 2095 times

You are now one of the fortunate few who owns a rare and wonderful Gruen "Royalty" Watch. You will take special pride in this magnificent time-piece, 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.*

5) [20211012\\_155916.jpg](#), downloaded 2088 times

**A**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.

6) [20211012\\_160139.jpg](#), downloaded 2088 times

GRUEN



THE PRECISION WATCH

*Royalty Series*