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Subject: Re: Men's wristwatch 707/1

Posted by [thesnark17](#) on Fri, 18 Feb 2022 04:40:44 GMT

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Permanent is a relatively rare marking on earlier Wadsworth cases. Sometimes it's stated as "Warranted Permanently", which gives the intent - a Permanent GF case is a case that will never wear through to brass in the lifetime of the owner. Obviously the marking is a bit deceptive, and a court case resulted in the retirement of the marking, along with all year guarantees (25 year etc.). "Ultra Quality" is sometimes supposed to be a replacement mark for Permanent, but I think that Ultra Quality cases are actually equivalent to 25 year cases, and that the Permanent cases represent an extra level of quality that Gruen quietly dropped.

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