
Subject: Re: GRUEN PRECISION 17 JEWELS 10KT GOLD FILLED W/ BOX
Posted by [Barney Green](#) on Sat, 05 Mar 2022 15:51:02 GMT

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Ah, OK, I just know that the original plan had been to release this watch in solid gold. There was unfortunately no description of the material used nor a price mentioned in the few advertisements showing this stylish watch.

If you are wondering where I got the name from, it is mentioned in the advertisement which was published in the Life magazine in December 1955:

I have been convinced that the case was made by Jonell because of the case serial number, thanks for confirmation.

File Attachments

1) [LIFE 551212-44.jpg](#), downloaded 3094 times



DON'T BUY A WATCH FOR CHRISTMAS

UNTIL YOU SEE **GRUEN...**

A. GRUEN ROMANY. Glamour unlimited in this little golden watch... smaller than the smallest coin! Mysteriously linked bracelet is a conversation piece in itself.

B. GRUEN MOROCCO. Boldly adventurous with clean-hewn, massive "V" lugs, spear-head hour strokes, manly textured dial.

C. GRUEN MORITZ. She shall wear diamonds! Paris-inspired dress watch. Dial ringed with diamonds... strap clasped by a triangle of diamonds on each side.

D. GRUEN CHATHAM. A modern masterpiece of fluid, unbroken lines. Unique oversized oval bezel, tuckaway winding stem, cleverly concealed strap pins.

E. GRUEN CALAIS. Fit for your Christmas Angel! Stunningly sincere, classic gold watch magically mounted on rich, gold-mesh bracelet.

F. GRUEN ASCOT. Suave, sophisticated, wafer-thin. Captures all the dash and excitement of today's ever-growing continental influence. Triangular hour strokes—hidden lugs.

G. GRUEN LOMBARDY. The watch with a sense of power. Massive gold band. Crisp, commanding lines. Gold-on-gold hour strokes against a striking, twill-effect textured dial.

H. GRUEN MANNEQUIN. Enchanting gold watch with delicate, gracefully-fluted flanges flowing right into the slender strap.

J. GRUEN AVALON. Hearts for her wrist... cleverly graduated to form an inter-locking frame for this tiny, golden oval timepiece.

K. GRUEN MARSEILLE. Truly a timepiece for today! Three-dimensional gold hour strokes radiate from jet black island over a sea of clear glass. Rear view window lets you see wondrous Gruen precision "works" inside!



Gruen Watches from \$33.75. Gruen Cosmopolitans from \$49.75. Gruen Continentals from \$71.50 to \$2,500.