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 unfortunatley no description of the material used nor a price mentioned in the few advertisements showing this stylish watch.

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

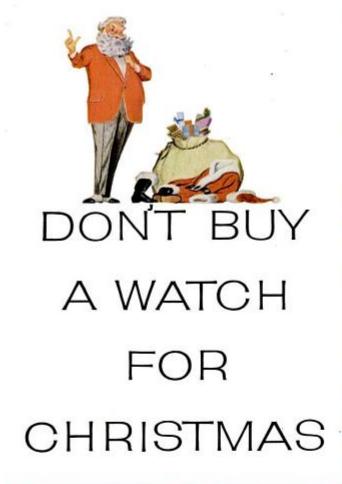
I have been convinced that the case was made by Jonell because of the case serial number, thanks for confirmation.

File Attachments

1) LIFE 551212-44.jpg, downloaded 1965 times

Page 1 of 2 ---- Generated from

Vintage Gruen





UNTILYOU 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 <u>shall</u> 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.