
Subject: Re: Curvex Sentry

Posted by [Thojil](#) on Mon, 18 Nov 2013 13:42:03 GMT

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Going through the ads for my photos I found a strange contradiction in the naming. In some ads actually the Crown is described having a gold-filled case instead of solid gold. Maybe a copy error?

Below example is from Dec. 1940

File Attachments

1) [1940 Dec Christmas various.jpg](#), downloaded 691 times



A. VERI-THIN! CA-DEUCE, 15-jewel movement, pink or yellow gold filled case with Guiltite back . . . \$17.75
B. VERI-THIN! CABRET, 15-jewel movement, yellow or pink gold filled case with Guiltite back with matching Ray bracelet . . . \$16.75
C. VERI-THIN! TRIMMERS, 15-jewel movement, yellow or pink gold filled case with Guiltite back, matching Ray bracelet . . . \$17.50
D. VERI-THIN! MASTER, 15-jewel Precision* movement, yellow or pink gold filled case with Guiltite back . . . \$17.50
E. VERI-THIN! ELEGANCE, 15-jewel movement, pink or yellow gold filled case with Guiltite back . . . \$17.50
F. KENT, 15-jewel movement, yellow or pink gold filled case with Guiltite back, matching expanding band . . . \$17.50
G. VERI-THIN! RAMONA, 15-jewel movement, yellow or pink gold filled case with Guiltite back, matching Ray bracelet . . . \$15.
H. VERI-THIN! DENVEY, 15-jewel Precision* movement, most handsome hands and dial, snap-on and hand, waterproof Guiltite case . . . \$15.
I. VERI-THIN! CONSUELLA, 15-jewel movement, pink or yellow gold filled case, matching Ray bracelet . . . \$17.50
J. VERI-THIN! LANSKEXE, 17-jewel Precision* movement, yellow or pink gold filled case, matching Ray bracelet . . . \$15.
K. CURVEY! CON-SURE, 15-jewel Precision* movement, yellow or pink gold filled case, matching Ray bracelet . . . \$15.

A thousand tender words in One



IF YOU SHOULD write down tonight all the many things that make a Christmas gift perfect for someone close to your heart, you'd come to one conclusion:

Only a fine watch truly fits the description. And most truly of all, a Gruen - voted the most beautiful watches in the world by America's most respected fashion designers.

Choose now at your Gruen jeweler. Trust the name "Gruen" on the watch you give to convey the thousand words you find too tender for speech. Trust the accuracy and sturdiness Gruen builds into its watches to enable the memory of your thoughtfulness and generosity long after Christmas has ticked by.

Gruen watches, at Gruen jewelers only, \$24.25 to \$250; with precious stones to \$2500. Write for folder, The Gruen Watch Company, Time Hill, Cincinnati, Ohio. In Canada: Toronto, Ont.

GIFTS FROM YOUR JEWELER ARE GIFTS AT THEIR BEST

Watch on Lady's wrist—VERI-THIN! PORTIA, 15-jewel movement, pink or yellow gold filled case with Guiltite back . . . \$17.50



L. VERI-THIN! MEDAL-LEON, 15-jewel Precision* movement, pink or yellow gold filled case, matching expanding band . . . \$17.50
M. CURVEY! THOMP-ER, 15-jewel Precision* movement, pink or yellow gold filled case . . . \$15.
N. BRIGHTON, 15-jewel Precision* movement, 14kt. yellow gold case . . . \$15.
O. BELLEVILLE, 15-jewel Precision* movement, 14kt. pink gold case, pink gold Ray bracelet . . . \$15.
P. VERI-THIN! DE-RECTOR, 15-jewel Precision* movement, yellow gold filled case . . . \$17.50
Q. VERI-THIN! FIFTH AVE., 15-jewel Precision* movement, pink or yellow gold filled case . . . \$17.50
R. CARDEFF, 17-jewel Precision* movement, 14kt. white gold case with 11 fine diamonds . . . \$15.
S. CANNES, 17-jewel Precision* movement, 14kt. pink gold case with 8 rubies and 15 diamonds . . . \$100.
T. CURVEY! CAPTAIN-CHOW, 15-jewel Precision* movement, 14kt. yellow or pink gold filled case . . . \$15.
U. CURVEY! CHOW, 15-jewel Precision* movement, 14kt. yellow or pink gold filled case . . . \$15.

U.S. Pat. Office, Patented U. S. Patent No. 2,600,000; Canadian Patent No. 228,000. Copyright 1959 by The Gruen Watch Co., 2100 N. W. 10th, Fort Worth, Texas. Patented U. S. Patent No. 2,600,000; Canadian Patent No. 228,000. Copyright 1959 by The Gruen Watch Co., 2100 N. W. 10th, Fort Worth, Texas. 200 and are subject to United States Patent Office.

2) [Img_0580b.jpg](#), downloaded 670 times



el **T. CURVEX† CAPTAIN,**
 t, 17-jewel Precision* move-
 e ment, pink or yellow gold-
 d filled case \$59.50
 5.

U. CURVEX†
 CROWN, 17-jewel
 Precision* move-
 ment, 14kt. yellow
 or pink gold-filled