
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 2109 times



A. VERI-THIN! CA-
DENCE, 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 . . . \$16.75

C. VERI-THIN!
FRIMMENS, 15-jewel
movement, yellow
pink gold filled case
with Guiltite back,
matching Roy bracelet
set . . . \$17.50

D. VERI-THIN!
MASTER, 15-jewel
Precision* move-
ment, yellow-pink
gold filled case
with Guiltite back
set . . . \$17.50

E. VERI-THIN!
SLEWING, 15-
jewel movement,
pink or yellow
gold filled case
with Guiltite back
set . . . \$17.50

F. KENT, 15-jewel
movement, yellow
or pink gold filled
case with Guiltite
back, matching expansion
band . . . \$17.50

G. VERI-THIN!
RAMONA, 15-jewel
movement, yellow
or pink gold filled
case with Guiltite
back, matching Roy
bracelet . . . \$17.50

H. VERI-THIN!
DENEY, 15-jewel
Precision* move-
ment, most feminine
hands and dial, snap-on
and fold, matching Roy
bracelet . . . \$17.50

I. VERI-THIN!
CONSUELA, 15-
jewel movement, pink
or yellow gold filled
case, matching Roy
bracelet . . . \$17.50

J. VERI-THIN! LAN-
CER, 15-jewel Pre-
cision* movement,
pink or yellow gold
filled case . . . \$17.50

K. CURVEY! CON-
SUELA, 15-jewel Pre-
cision* movement,
yellow or pink gold
filled case, matching
Roy bracelet . . . \$17.50

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
expansion band . . . \$17.50

M. CURVEY! THOMP-
SON, 15-jewel Precision*
movement, pink or
yellow gold filled case
set . . . \$17.50

N. BRIGHTON, 15-
jewel Precision* move-
ment, 14kt. yellow gold
case . . . \$17.50

O. BELLEVILLE, 15-
jewel Precision* move-
ment, 14kt. pink gold
case, pink gold
Roy bracelet . . . \$17.50

P. VERI-THIN! DE-
SECTOR, 15-jewel
Precision* movement,
yellow gold filled case
set . . . \$17.50

Q. VERI-THIN!
FIFTH AVE., 15-
jewel Precision*
movement, pink or
yellow gold filled
case . . . \$17.50

R. CARDIFF, 15-jewel
Precision* movement,
14kt. white gold case set
with 11 fine diamonds
set . . . \$17.50

S. CANNES, 15-jewel
Precision* movement,
14kt. pink gold case
set with 8 rubies and
13 diamonds . . . \$17.50

T. CURVEY! CAPTAIN,
15-jewel Precision* move-
ment, pink or yellow gold
filled case . . . \$17.50

U. CURVEY!
CROWN, 15-jewel
Precision* move-
ment, 14kt. yellow
or pink gold filled
case . . . \$17.50

© Gruen, U.S. Pat. Office, Patented U. S. Patent No. 2,800,000; Canada Patent No. 228,000. Copyright 1959 by The Gruen Watch Co., 2100 N. W. 10th, Fort Worth, Texas. Patented U. S. Patent No. 2,700,000; Canada Patent No. 200,000. Copyright 1959 by The Gruen Watch Co., Fort Worth, Texas. 200 and 200 are subject to United States Patent.

2) [Img_0580b.jpg](#), downloaded 2095 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