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Subject: Re: Gruen Guild "Belmont"

Posted by [MikeTheWatchGuy](#) on Tue, 27 Jan 2015 21:06:09 GMT

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If you do not have the advertisement, a few places you can find images of the Belmont are in the Gruen Model ID Guide Vol 2, page 46, and several locations in "The 1930s" - page 63 (1934), 76 (1935). I like the ads from the decade series of books because they are descriptive using colorful language. The ad copy on page 76 reads:

Gruen "Belmont" -- Smartness through simplicity is the keynote of this 17-jewel Gruen masterpiece. Smart new SUN-GOLD case.

And this particular jeweler offers a \$10 trade-in allowance to bring the price down to \$27.50 (you'r old watch as down payment, then 75 cents a week)

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