Subject: Gruen Anniversary
Posted by Barney Green on Sat, 18 May 2019 17:50:22 GMT
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Today the postman brought me something new which has been my buy of the year.
It is a 14k white gold gents Gruen 21 jewel watch with 80 diamonds surrounding the Bezel.
The movement is a 3351, the case is made by Jonell, style number is 855. All valid markings on the case back there is no doubt that this is not a Frankenwatch. It can be dated towards about 1954 by the serial number which would be the 80th anniversary year of Gruen. So I think that the 80 diamonds are not a coincidene. Has anyone ever seen this model and can ID it?

File Attachments

1) Gruen80.jpg, downloaded 3779 times


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Subject: Re: Gruen 80th anniversary watch?
Posted by Gary on Sat, 18 May 2019 19:18:10 GMT
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I've seen one similar in the past but thought it was a one off, guess not.

Subject: Re: Gruen 80th anniversary watch?
Posted by JackW on Sun, 19 May 2019 16:08:34 GMT
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Nice! Hope you'll share more photos.

Subject: Re: Gruen 80th anniversary watch?
Posted by kastner on Sun, 19 May 2019 16:31:28 GMT
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Never seen this beauty before. Very nice!

Subject: Re: Gruen 80th anniversary watch?
Posted by Barney Green on Sun, 19 May 2019 16:41:00 GMT
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Here are some more photos:

As you can see, it is not yet cleaned, will do that a little later.
There had been the Jubilee series in 1954, but I have not seen this watch ever been advertised. It is also not included in the Masterbook / Catalog.But the Jonell serial fits perfectly into 1954, so this watch is pretty mysterious to me.

Barney

File Attachments
1) Gruen80th3.jpg, downloaded 3368 times


14K
GOLD

2) Gruen80th2.jpg, downloaded 3369 times


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3) Gruen80th.jpg, downloaded 3399 times



Subject: Re: Gruen 80th anniversary watch?
Posted by Ephemerald on Sun, 19 May 2019 18:34:54 GMT
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It is fantastic! the only Gruens I have seen like this are the *similar* ones in the book, specifically Strap 830 and 859. Your theory raises a question for me:
Please, what is the serial exactly on the watch case?

It seems like if Gruen made an "80th Anniversary" watch w 80 diamonds for their 80th birthday...an advertisement will pop up eventually.

One thing is for sure, this watch is worthy of a rock star..it looks like Elvis' Omega from 1960, also case made by Jonell.

https://www.hodinkee.com/articles/elvis-presley-tiffany-dial -omega-phillips-geneva-auction-news

File Attachments

1) -1x-1.jpg, downloaded 3380 times



Subject: Re: Gruen 80th anniversary watch?
Posted by Barney Green on Sun, 19 May 2019 19:32:36 GMT
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Hi Matthias,

thanks a lot for this link. Yes, the style is very similar.
I have recognized the other diamond bezel ones, but none of them is an exact match. The serial number is M70111, I have seen others around which were dated 1953 and 1955, so this serial is really matching the 80th anniversary date.
Nothing else spectacular at the inside.
BTW the Elvis Omega watch was finally sold last year for $1.8M...
My watch did cost only a fraction, although it is now belonging to me :)

Barney

Subject: Re: Gruen 80th anniversary watch?
Posted by timeliz on Sun, 19 May 2019 23:06:14 GMT
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Very Nice!
I wouldn't say "no" to it.
I see a very strong resemblance to strap 851.

Subject: Re: Gruen 80th anniversary watch?
Posted by Barney Green on Mon, 20 May 2019 06:16:07 GMT
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Which is for sure there, Liz.
Same dial, and might be even same case, at least the form of the lugs is the same and probably the width of the bezel. So this could well be the same case but studded with diamonds as an anniversary high end version and white instead of yellow gold.
The advertised Jubilee series included Strap 850 (Heirloom), Strap 849 (Triumph, which I own already), Strap 855 (Autowind Distinction), Strap 856 (Curvex Heritage) and Strap 844 (Park Avenue). All these watches are in the absolute vicinity in the Catalogue, may the whole range are Jubilee models with not all of them having been advertised as such?
If the watch had been yellow instead of white gold I would have assumed that a jeweler had modded the case to make a one off, but it would have been hard for him to change the alloy so I assume that this watch is official.

Subject: Re: Gruen 80th anniversary watch?
Posted by Jenneke on Wed, 22 May 2019 08:25:51 GMT
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Great watch! Would it be in vogue then for men to wear a watch with diamonds? Or was is just to show of the wealth one had? Not knowing the price in those times...

Looks pretty genuine. I've got the frankenwatch :d

File Attachments

1) 5BDBCFE2-60F1-4745-9C81-6695C6E1F875.jpeg, downloaded 3211 times



Subject: Re: Gruen 80th anniversary watch?
Posted by Barney Green on Wed, 22 May 2019 09:34:18 GMT
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Jenneke,

the bling factor is moderate as the diamonds are really tiny though the sparkle is really nice. I expect the price having been in the 500 to 700 dollar range, depending on the rarity of the watch. One might think that they have only built 80 watches of this version (at least I would have limited it to this amount commemorating the occasion and to really make this watch exclusive).
It for sure is depending on the owners taste if and when he would wear such a watch. I personally would do this only at very special occasions happening once in a year probably. The next will be my moms 80th birthday next Monday where the 80 diamonds are a perfect fit to honor her.

Barney

Subject: Re: Gruen 80th anniversary watch?
Posted by Jenneke on Wed, 22 May 2019 19:54:38 GMT
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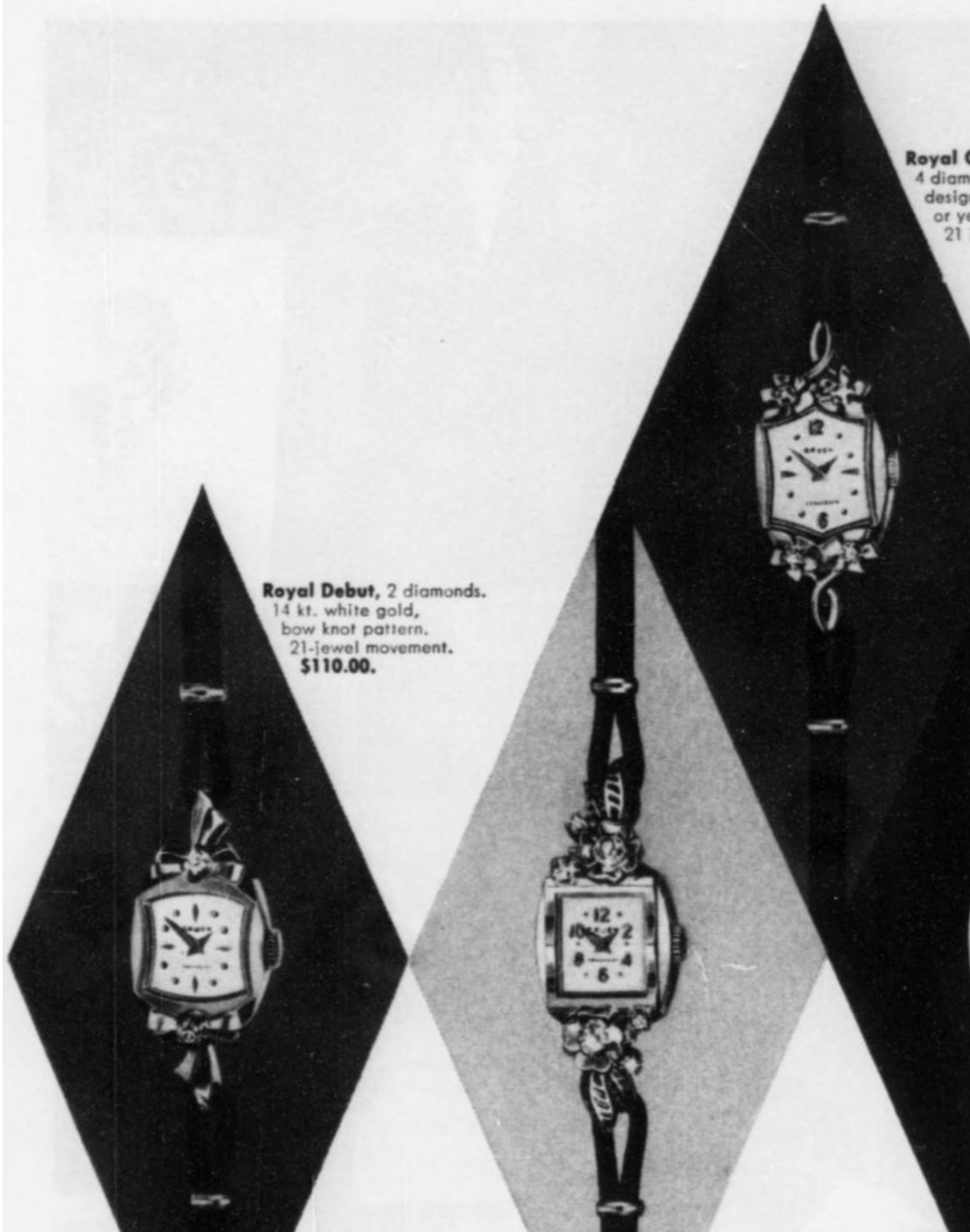
Whoop 8o not a price for the ordinairy one in those days. The sparkle in the night with candle light would even be nicer!
That is a very special occassion. Congrats

Subject: Re: Gruen 80th anniversary watch?
Posted by Ephemerald on Tue, 12 Oct 2021 08:36:37 GMT
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Hi Bernd,

Check it out!

File Attachments
1) January1955.jpg, downloaded 3296 times



Royal Debut, 2 diamonds.
14 kt. white gold,
bow knot pattern.
21-jewel movement.
$110.00.

Royal
4 diam
desig
or y
21

Subject: Re: Gruen 80th anniversary watch?
Posted by afire on Tue, 12 Oct 2021 15:16:10 GMT
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Great find! And the anniversary theory is confirmed. 80 diamonds for 80 years and it's named "Anniversary". But, I have to say, the advertisement is a little subtle for Gruen. I would have expected something a little more explicit with a little more hoopla.

Subject: Re: Gruen 80th anniversary watch?
Posted by Barney Green on Tue, 12 Oct 2021 15:47:13 GMT
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Hi Matt,

this is so cool, thank you very, very much!!!
I have not yet been lucky to find the hoped for advertisement, there it is! A year later than anticipated, but you wer absolutely correct, an anniversary watchw with its 80 diamonds indicating the 80 years of Gruen. Not part of the Anniversary series but part of the Royalty family and it is even called the "Anniversary".
Although I have do admit that I am a little disappointed how cheap it was, just $450. :)
This translates to $4390 nowadays, wow...

Thank you a thousand times, Matt,
Bernd

Subject: Re: Gruen 80th anniversary watch?
Posted by Ephemerald on Tue, 12 Oct 2021 23:08:37 GMT
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You are welcome! :)

It's a really nice Gruen. Definitely not "cheap" especially when compared to average models from the same time.

Clear your watch is highlighted as being in a higher tier, even while more standard models seem to be the main highlight of the campaign.
Here take a look at part 2 of the ad, complete. 17 jewel gold filled all for less than 100.00. And a 17 jewel solid gold model for 125.00. I know you were being tongue in cheek but to me 450.00 is an astounding amount.

I own a '53 Royalty series and my model retailed for 200.00.

But you are right, there is *always* pricier Gruens...but we can size it up to a comparable previous model, looks like a Jonell with ONLY 48 diamonds;)... Strap 830, that went by the name of

"Victory" and sold for $495.00 in January 1954.

I don't know for certain if your watch originally came with the Royalty Series booklet on diamonds....but I think it likely did. So I took some photos if you 're curious and haven't seen one. Enjoy.

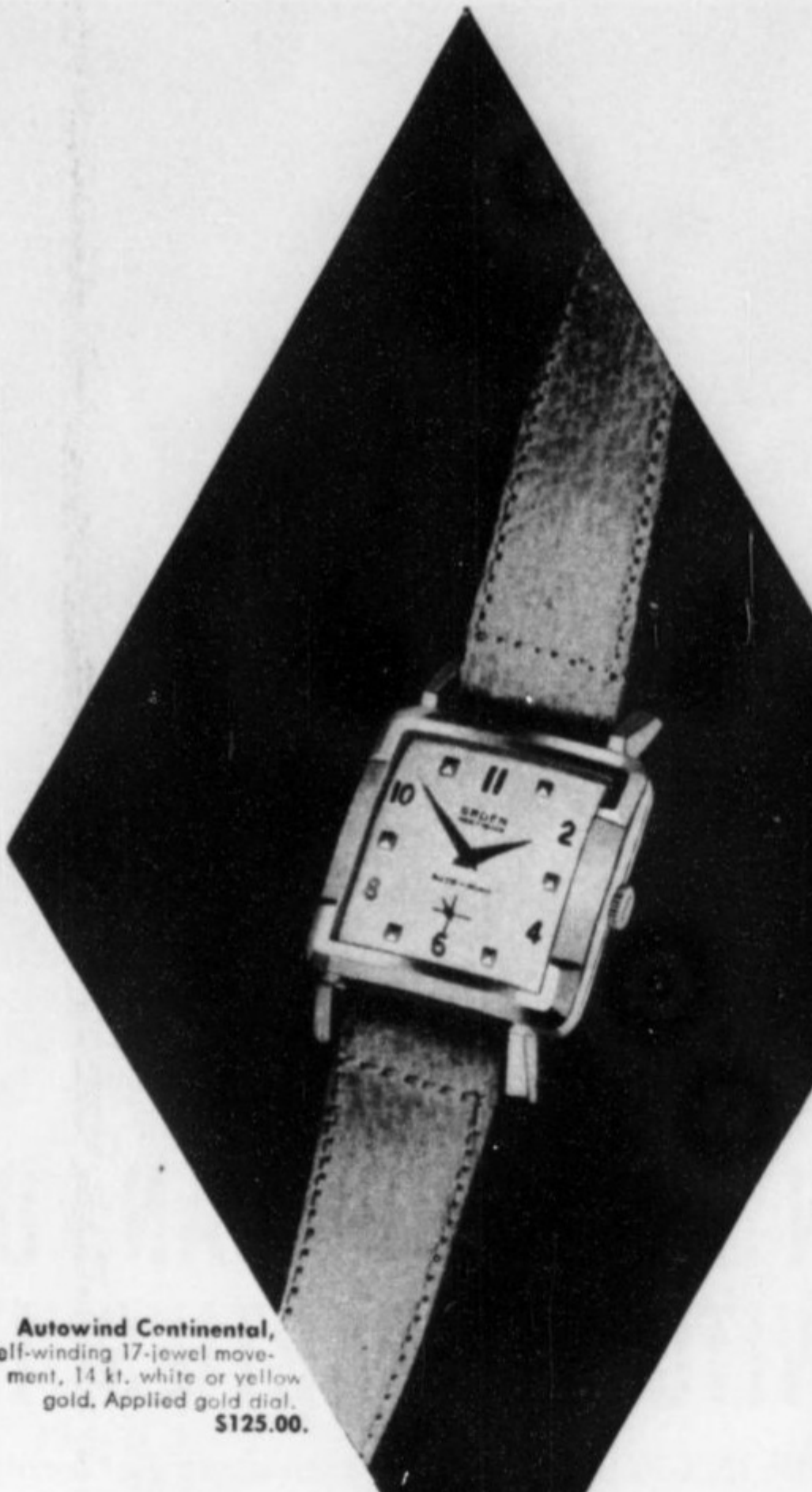
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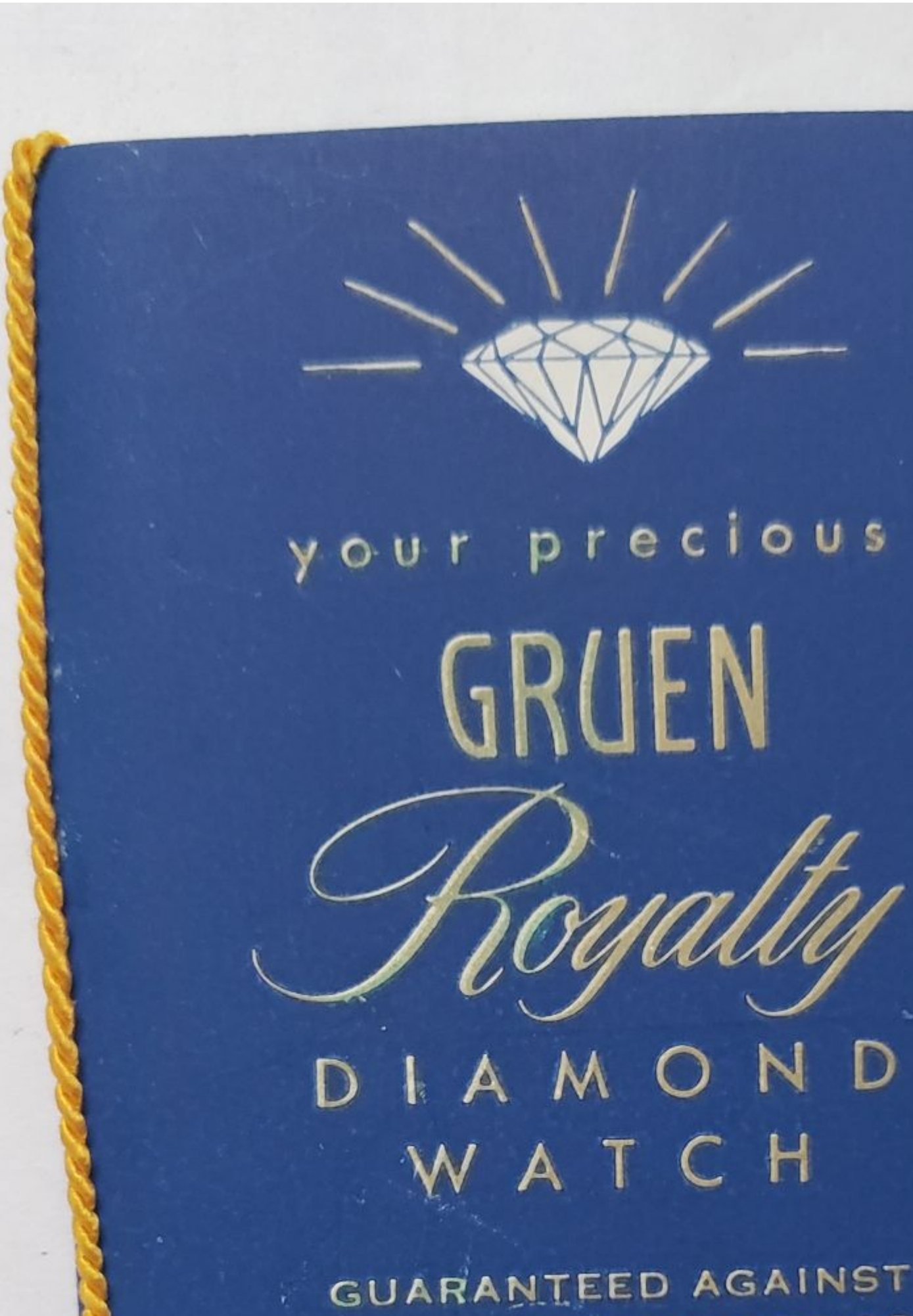
File Attachments

1) January1955p2.jpg, downloaded 3317 times



Autowind Continental,
self-winding 17-jewel movement, 14 kt. white or yellow gold. Applied gold dial.
$125.00.

2) 20211012_160039.jpg, downloaded 3209 times


your precious
GRUEN
Royalty
DIAMOND
WATCH
GUARANTEED AGAINST

3) 20211012_155749.jpg, downloaded 3106 times

This Gruen

Royalty Watch . . . set

with genuine diamonds,

is one of a limited series

NO. ----------

OWNED BY



4) 20211012_155839.jpg, downloaded 3144 times

You are now one of the fortunate few who owns a rare and wonderful Gruen "Royalty" Watch. You will take special pride in this magnificent timepiece, for only Gruen gives you the distinction of exclusive custom styling . . . the promise of brilliant accuracy, assured by the word Precision* on the dial. *And only Gruen honors your new and precious treasure by guaranteeing the diamonds in the case against loss for one year from the date of purchase.*

5) 20211012_155916.jpg, downloaded 3193 times

As you encircle your wrist with this distinguished Gruen Watch, your admiration of its delicate grace and beauty will honor its world-famous designer — Marcé. His creative genius, devoted exclusively to Gruen Diamond Watches has greatly contributed to Gruen's enviable position as fashion-leader of the watch world. As a connoisseur of fine things, you will appreciate the ever-lasting loveliness of this Gruen Marcé-Original.

6) 20211012_160139.jpg, downloaded 3219 times

GRUEN



THE PRECISION WATCH

Royalty Series

Subject: Re: Gruen 80th anniversary watch?
Posted by Barney Green on Wed, 13 Oct 2021 07:53:39 GMT
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Hi Matt,

thanks again for sharing. I bought the watch at an auction and it came "naked" without any accessories.
Yes, the Imperial with it's less diamonds was pricier, but they were as well bigger. So the total carat weight might well have been higher.
Complaining about the low price was just the trial of mentioning my previously made price estimate of $500 to %700 not being met in a humorous way. I am often not good enough in finding the correct phrases in a language which is not my native one. Tried to point out the "joke" by the smiley therefore...

Barney

Subject: Re: Gruen 80th anniversary watch?
Posted by Jenneke on Wed, 13 Oct 2021 18:06:58 GMT
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I got your joke Bernd. But I am your neighbour so sitting in the same non native boat. :d and from matthias' tong-in-cheek he did too.

Anyway, great that you found the ad matthias! And never seen that little booklet. Quite a service foor loosing a diamond. Where are the little remarks (if not dropped, bumped, pulled, …)?

Gruen did make nice watches! And high quality movements.