

---

Subject: Victoria Box

Posted by [Barney Green](#) on Tue, 03 Mar 2020 13:46:57 GMT

[View Forum Message](#) <> [Reply to Message](#)

---

I was given not only this nice Victoria box but also little Vicky itself as a present by a very valued member of this forum. So a very big thank you to the generous guy who made me a big pleasure!!!

This box was used for the Victor and Victoria series which was introduced and heavily promoted in 1936 being the market opener for smaller watches after the baguette era for the ladies. The outside came in red and black velvet covering the wooden box. Just like the green box it has a polished metal rim at the opening. Gruen writing on the silk like inner cover comes in a modified font, also the crest has been modified over the slightly older green box. Not known if there were other watches of that time coming in the same box.

Period : 1936 - 1938

Watch type : Victor & Victoria with its variants

Size : L=7cm W=12.2cm Hfront=3.1cm Hback=5cm

Inventor : unknown

Patents : unknown

Box maker : unknown

Front view closed:

Front and side view closed:

Back side with hinge:

Inside frontal view:

Inside from an angle:

I can add a picture of the accompanying guarantee certificate and a promotional pamphlet of the series showing the box in a second post if there is a wish for it.

Barney

---

### File Attachments

1) [P1070510r.jpg](#), downloaded 2531 times



2) [P1070512r.jpg](#), downloaded 2478 times



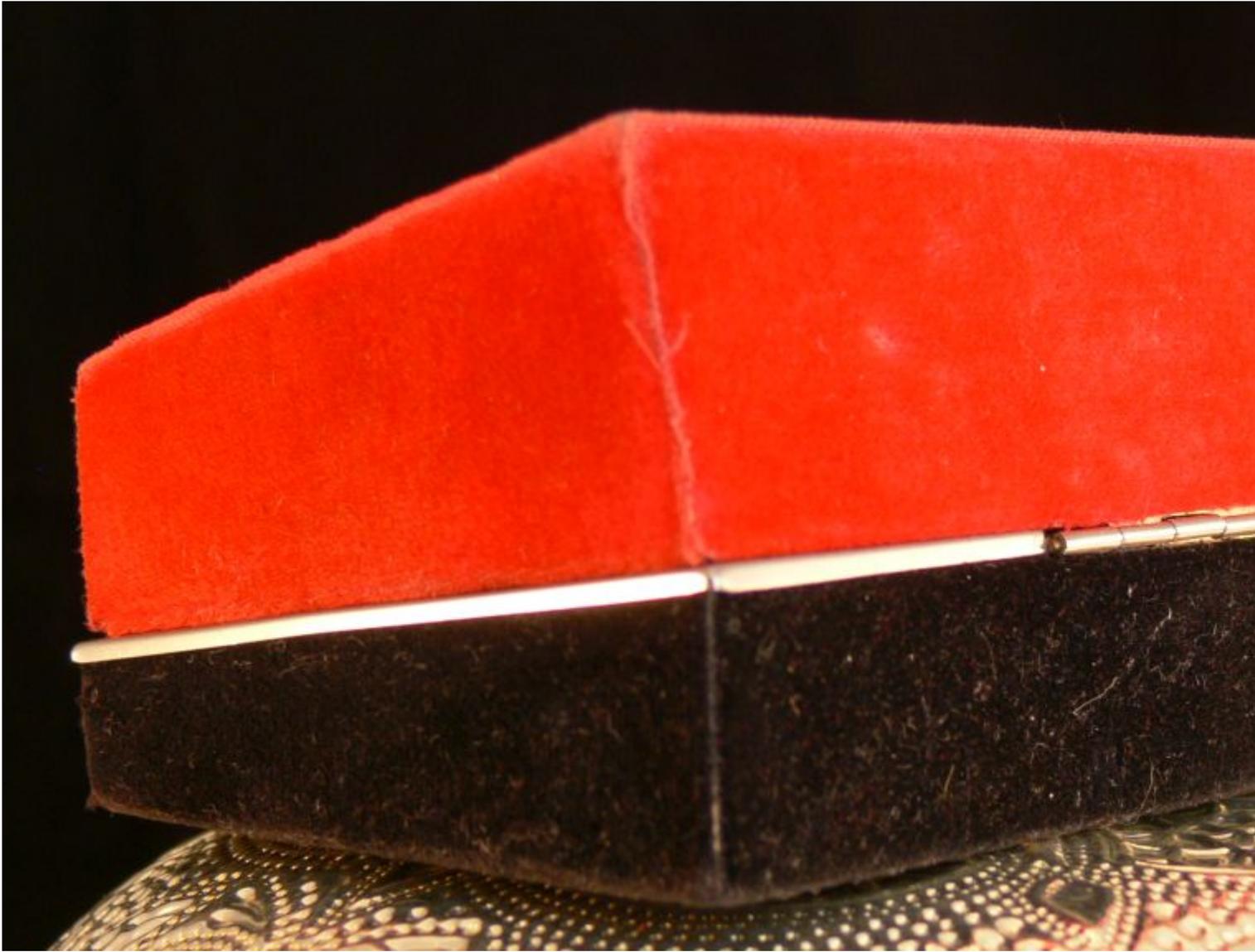
3) [P1070513r.jpg](#), downloaded 2519 times



4) [P1070516r.jpg](#), downloaded 2458 times



5) [P1070518r.jpg](#), downloaded 2533 times



---

Subject: Re: Victoria Box  
Posted by [afire](#) on Tue, 03 Mar 2020 16:39:20 GMT  
[View Forum Message](#) <> [Reply to Message](#)

---

Of course we'll welcome more pictures of ephemera. Also, just for the sake of completeness, can you show us what the Victor model is?

---

Subject: Re: Victoria Box  
Posted by [Barney Green](#) on Tue, 03 Mar 2020 18:15:37 GMT  
[View Forum Message](#) <> [Reply to Message](#)

---

OK, accompanying papers first, it is a single sheet of paper, printed double sided:

Here comes the folder showing the box. As you can see the inside looks a bit different in this preseries, I think that the introductory folder was made with prototypes of the boxes.

Last but not least a group picture of all 6 Victor / Victoria models:

There is the slight possibility that the boxes were used for the succeeding Victor / Victoria couple of quite different looking watches with the same names which were introduced as successors in 1938.

### File Attachments

---

1) [Victoria001.jpg](#), downloaded 2157 times

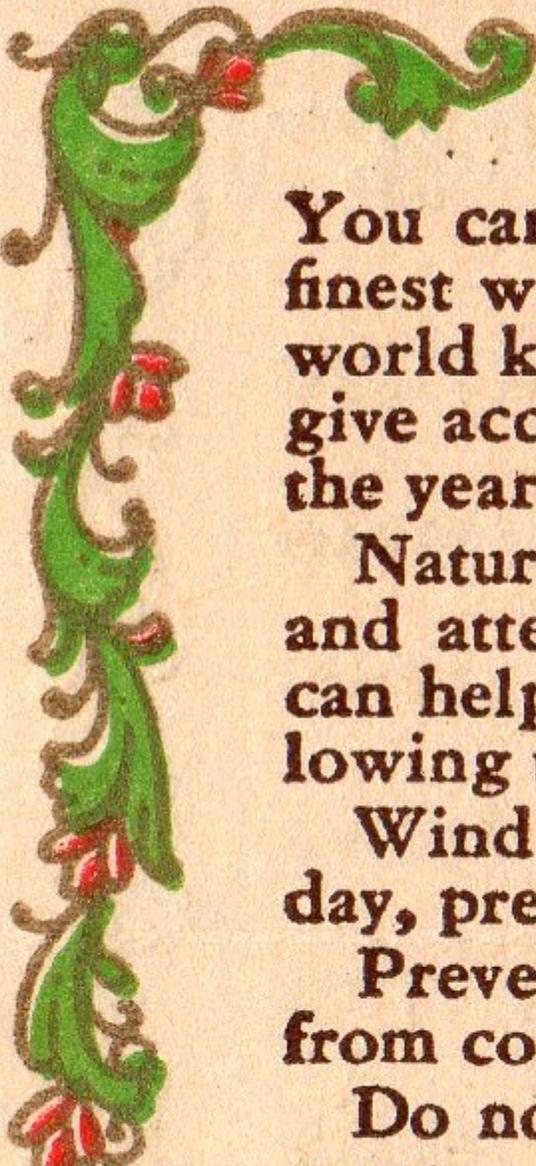


**G**uarantee  
**GRUEN V**

**This Certifies** that your  
Watch, a product of fine cr  
ship, is perfect in original  
ture, materials and adjustme  
been given every exhaus  
necessary before leaving o

2) [Victoria002.jpg](#), downloaded 2193 times

# How to Care Your Fine Gruen



You can always be proud of your Gruen finest watch that the finest watchmakers in the world know how to make. It is sturdy and gives accurate, dependable timekeeping for many years.

Naturally, you will give your Gruen the care and attention that a fine watch deserves. You can help maintain its precision accuracy by following these few rules:

Wind your Gruen fully, *at the same time each day*, preferably when you arise in the morning.

Prevent dust, lint, cosmetics and perfumes from coming in contact with your watch.

Do not open the back and expose the movement.

3) GRUEN Watch Co Victor McLaglen Helen Haynes 1936 FOLDOUT  
ADVERTISING 23x191.jpg, downloaded 2120 times

**VICTOR DE LUXE** — Yellow gold filled case, Guildite back. Distinctive flexible band, 15 jewels .....\$37.50

**VICTOR**—Yellow gold filled case, Guildite back. Leather strap, 15 jewels.....\$29.75

**VICTOR FLEX**—Yellow gold filled case, Guildite back. Flexible link band. 15 jewels .....\$33.75

4) GRUEN Watch Co Victor McLaglen Helen Haynes 1936 FOLDOUT  
ADVERTISING 23x196.jpg, downloaded 2158 times

VICTOR McLAGLEN  
in "Professional Soldier"  
a Darryl F. Zanuck 20th  
Century Production.



VICTOR  
is now on  
its way...  
**29<sup>75</sup>**

**GRUEN Presents  
THE VICTOR**

Named in honor of Victor McLaglen,  
the distinguished star, now appearing  
on the screen in the thrilling picture,  
"Professional Soldier."

The Gruen "Victor" is a watch that  
any man will be proud to own. Sturdy  
and handsome, its precision accuracy  
insures dependable timekeeping.  
See the new Gruen "Victor" series  
now on display in our store.

VICTOR... the smart new Gruen  
with matching bracelet, is yours... **33<sup>75</sup>**

YOUR STORE  
SIGNATURE HERE

Mat No. 33  
2 columns by 9 inches

**Newest GRUEN creations**

The "Victor" watch for men, created for Victor McLaglen,  
now appearing in "Professional Soldier"... and the  
"Victoria" for ladies, designed and named for the stage  
role "Victoria Regina" portrayed by Helen Hayes.



**VICTOR**  
A watch that any man will be proud to own,  
sturdy and handsome, the precision accuracy of this new  
20th Century Gruen insures dependable timekeeping. **29<sup>75</sup>**



**VICTORIA**  
From lady and aristocratic appearance,  
this Precision accuracy. **29<sup>75</sup>**

YOUR STORE  
SIGNATURE HERE

Mat No. 34  
2 columns by 6 inches



**GRUEN  
PRESENTS  
The  
VICTOR**

Named in honor of  
Victor McLaglen,  
now appearing in  
the picture  
**29<sup>75</sup>**



Helen Hayes... in the Broadway Hit  
**"Victoria Regina"**  
See the Great "Victoria" Watch named in  
honor of the stage role portrayed by Miss Hayes

**NEWEST GRUEN WATCHES**



The  
*Victor*  
men's smart  
**GRUEN**  
**29<sup>75</sup>**

**GRUEN The Precision WATCH**



This brilliantly colorful new window display will tie up your store definitely with the powerful support given the new Gruen "Victor" and "Victoria" watches by those famous stars of the stage and screen, Helen Hayes and Victor McLaglen. It will make passers-by stop, look and enter your store.

The complete display consists of the distinctively designed centerpiece illustrated above, two side displays shown at left and right, and four display cards illustrated below—seven pieces in all.

Up-to-the-minute in timeliness RIGHT NOW, this attractive display will bring to your store the many customers produced by extensive national magazine, radio and publicity campaigns on the "Victor-Victoria" series of Gruen Watches.

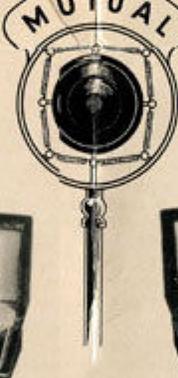
Helen Hayes  
in the Broadway Hit  
**"Victoria Regina"**

**GRUEN**  
presents a  
beautiful watch  
and more... for  
a lady's life.

*The Victoria*

Named in honor of the stage role  
portrayed by the distinguished Miss Hayes  
in the dramatic play "Victoria Regina"

**MUTUAL**





The four display cards illustrated above and at the right are included in the complete display. Two cards tie up Victor McLaglen with the Gruen "Victor" watch—the other two cards feature Helen Hayes and the new Gruen "Victoria" watch. The attention-compelling scenes on the cards are from the movie "Professional Soldier" in which Mr. McLaglen is now starring and from the stage play "Victoria Regina" in which Miss Hayes is the dramatic star.

Millions of people will be told rep "Victoria" watches in the broad over the Mutual Broadcasting Sys at 7:45 P.M. This popular program will also link Victor McLaglen with Hayes with the new Gruen "Victo be told "See these beautiful new Gr

# The Beginning of the Gruen Hit Par

Not just new watches, but new STYLE LEADERS. Three new styles in the "Victor" series for men and three lovely watches in the "Victoria" Tie up your store NOW with the p Victoria" series. Order an adequ

Subject: Re: Victoria Box  
Posted by [afire](#) on Wed, 04 Mar 2020 05:18:40 GMT  
[View Forum Message](#) <> [Reply to Message](#)

---

That confirms one thing I've always kind of wondered about - whether these ostensibly ladies style boxes ever held men's watches. It makes sense that at least mens watches with metal bracelets would not have been packaged in the usual long flat boxes.

---