
Subject: Victoria Box

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

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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 1366 times



2) [P1070512r.jpg](#), downloaded 1353 times



3) [P1070513r.jpg](#), downloaded 1357 times



4) [P1070516r.jpg](#), downloaded 1324 times



5) [P1070518r.jpg](#), downloaded 1372 times



Subject: Re: Victoria Box
Posted by [afire](#) on Tue, 03 Mar 2020 16:39:20 GMT
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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
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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 1140 times

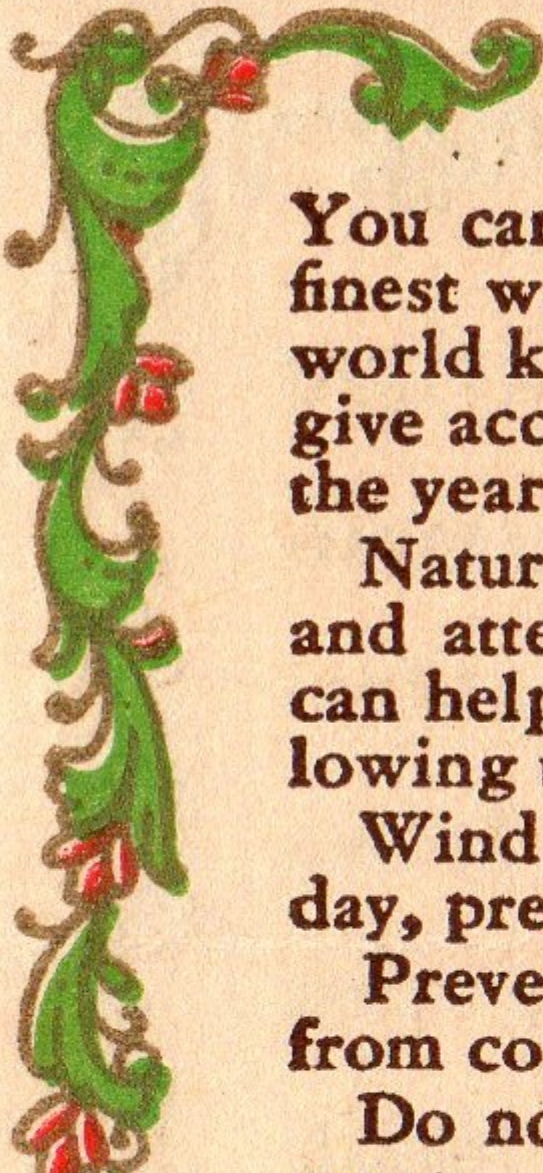


Guarantee **GRUEN V**

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 on

2) [Victoria002.jpg](#), downloaded 1196 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, accurate, give 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 other foreign matter 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 1123 times

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

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

4) GRUEN Watch Co Victor McLaglen Helen Haynes 1936 FOLDOUT
 ADVERTISING 23x196.jpg, downloaded 1158 times

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



VICTOR
wears Gruen
it wears

29⁷⁵

**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, it's yours

33⁷⁵

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, its precision accuracy of this new
it's your Gruen means dependable timekeeping.

29⁷⁵



VICTORIA

From story and screen to appearance,
this precision accuracy.

29⁷⁵

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

29⁷⁵

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

See the Great "Victoria" Watch named in
honor of the stage role portrayed by Miss Hayes

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.

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"

NEWEST GRUEN WATCHES



The
"Victor"
men's, smart
GRUEN
29⁷⁵

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.

Mutual
The
"Victoria Regina"

GRUEN
men's
beautiful watch
and named it for
a lovely lady

The
"Victoria"

Named in honor of the stage role now
portrayed by the distinguished Helen Hayes
in the Broadway hit "Victoria Regina"





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

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

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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.
