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Subject: WTS 1937 Men's Gruen wristwatch

Posted by [ChiTownVintageNewbie](#) on Fri, 06 Sep 2013 22:39:40 GMT

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This men's Gruen wristwatch has dual dial styling and a stainless steel case back that reads GRUEN GUILDITE BASE METAL. The watch is gold-filled. The color is salmon/rose gold. The watch does not run, and needs total professional restoration. Selling "As Is".

Jack W and Gary M. were kind enough to assist with identifying the Gruen model name for the watch we have for sale:

There is a Princeton for 1939 listed in there. The Princeton from 1937 is more "art-deco" in design. This is likely the name associated with the strap # I gave earlier. Matches quite well [Jack W]. My bet says this is a Princeton, depicted in the 1939 ad on Ebay, 360725356528 [Gary M]. I am sure both assessments are "spot on".

In the Fall of 2010, a market value appraisal was performed by a well-known Chicago vintage watch dealer/restorer. The opinion given was that the watch was made in the late 1930s [most likely in 1937]. I have the appraiser's business card and the mechanical diagnostic test [print-out] performed on the watch.

See photos attached to this post. Make us an offer. Note: I am willing to pay the \$3.00 postage (USPS First Class w/USPS Tracking)for a fair/reasonable offer. Must receive money order payment before watch is mailed. No Refund.

### File Attachments

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1) [100\\_0106update2.jpg](#), downloaded 1527 times





2) [100\\_0108a.jpg](#), downloaded 1475 times



3) [100\\_0110a.jpg](#), downloaded 1438 times





4) [100\\_0111b.jpg](#), downloaded 1408 times





5) [100\\_0329c.jpg](#), downloaded 1412 times



Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [Jenneke](#) on Sat, 07 Sep 2013 13:24:23 GMT  
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Would it be possible to post some extra pictures of the watch (inside the case back, movement, back)? Gives us a better idea what kind of watch this is! thanx

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Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [ChiTownVintageNewbie](#) on Sat, 07 Sep 2013 13:29:59 GMT  
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ok.

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Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [JackW](#) on Sat, 07 Sep 2013 15:42:59 GMT  
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Hello ChiTownVintageNewbie!

Can I just call you CTVN? I'm guessing that you are from Chicago. I just moved x-country after living in Chicago for 18 years. Mostly Logan Square or Uptown. Anyway, welcome to the forum! You have a nice looking watch that you are offering.

If I might offer some advice for your sale, the movement photo as Jenneke suggests will help. However, this one looks like a strap 366 though there is some inconsistency between yours and the image in Bruce Shawkey's collectors guide, mostly the hands. That strap model contains a cal 400c. The movement photo will confirm this. Since "newbie", is part of your handle, you should be aware that an appraised value is what you would likely need to spend to replace an item acquired through the retail market. I'd recommend that you search eBay and other watch-related sale sites, for similar watches (movement, case style and unserviced) to garner an idea of the market value for your watch. This should give you an idea of the offers you might receive. Please don't take my unsolicited advice as "poo-pooing" on you or your offer of sale. My hope is to help you realize a good sale, whether it is through this site or elsewhere. I also hope that watches are an avocational interest for you and that you will stick around and share your collection as it expands with more Gruen's.

Warmest regards  
JackW  
-Site Admin (1 of the 3)

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Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [ChiTownVintageNewbie](#) on Sat, 07 Sep 2013 16:30:36 GMT  
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Unfortunately, I am not in a position to open the watch case back. I would have to have a professional do that.

The vintage watch dealer (FTA on Belmont may mean something to you as a former Chicagoan) said that he would charge me \$750 to restore the Gruen watch back in the Fall of 2010, and that it would have a post-restoration value of \$900. He offered to buy the watch for \$50 at that time, but I did not think the offer was in line with the post-restoration value he quoted to me.

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Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [Gary](#) on Sat, 07 Sep 2013 17:11:22 GMT

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The restoration price seems excessive IMHO, at least for a running watch as is. The dial might not be original given I see no Swiss markings at the 6 o'clock edge.

To get a good price look on ebay and look for a late 30's Gruen that has not been serviced. Selling it here saves you the fees of ebay.

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Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [ChiTownVintageNewbie](#) on Sat, 07 Sep 2013 17:24:24 GMT

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I posted additional pictures earlier today. But it doesn't seem my formatting is the best. Attaching photos to this reply, will redo photos I posted earlier.

#### File Attachments

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1) [100\\_0106update2.jpg](#), downloaded 1347 times

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2) [100\\_0108a.jpg](#), downloaded 1282 times



3) [100\\_0110a.jpg](#), downloaded 1302 times





4) [100\\_0111b.jpg](#), downloaded 1277 times





5) [100\\_0329c.jpg](#), downloaded 1284 times





Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [ChiTownVintageNewbie](#) on Sat, 07 Sep 2013 17:25:38 GMT  
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Unfortunately, I am not in a position to open the watch case back. I would have to have a professional do that.

The vintage watch dealer (FTA on Belmont may mean something to you as a former Chicagoan) said that he would charge me \$750 to restore the Gruen watch back in the Fall of 2010, and that it would have a post-restoration value of \$900. He offered to buy the watch for \$50 at that time, but I did not think the offer was in line with the post-restoration value he quoted to me.

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Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [JackW](#) on Sat, 07 Sep 2013 17:54:20 GMT  
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Daniel Watch repair at 5s Wabash (11th floor) would charge you about \$100 to overhaul the watch should you wish to have it fixed. Daniel does a great job. I think I know whom you are talking about on Belmont: Father "something" Antiques. Though I'm sure their restoration would have included dial refinish and fixing the wear on the gold-filled case. To be honest, his offer of \$50 is not out of line, maybe even on the high side for a watch like this. However, the movement is key to the value. It could be a quadron on the inside, potentially a cal 157. For this watch, regardless of the movement even at "mint" condition it would be no-where near a value of \$900 as gold filled. Those guys on Belmont specialize in high-end vintage watches and that is where they make the money. Gruen certainly made high-end watches and some will attain values of that scope, but these are rare or karat gold or platinum cased watches, which can sell in to the \$1000's. Do an eBay search on sold watches like yours.

Also, these snap-back cases open easily enough that you can do it without damage should you wish. <http://www.thewatchguy.com/pages/OPENCASE.html>  
There are also you-tube videos on how to do this. It is up to you.

-JW

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Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [ChiTownVintageNewbie](#) on Sat, 07 Sep 2013 18:25:20 GMT  
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Ok. Thank you for the link. Take a look at the picture attached to this reply; this is the back of the watch. Does this look like a snap back case to you?

I'm kind of on the fence about opening it though. I am a couple of weeks from a shoulder surgery, and that condition is currently limiting the normal dexterity I would have in my hand. Also I don't have a jeweler's monocle that stays in place while you examine a watch or piece of jewelry, and my only tools are a pair of cosmetic purpose tweezers. But I will try.



File Attachments

1) [100\\_0108a.jpg](#), downloaded 1288 times



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Subject: Re: WTS 1937 Men's Gruen wristwatch

Posted by [ChiTownVintageNewbie](#) on Sat, 07 Sep 2013 18:47:36 GMT

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I was able to snap the back separating the dial from the crystal, but cannot remove the dial from the back of the case back where the movement info is contained. Will need some more

appropriate tools.

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Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [Gary](#) on Sun, 08 Sep 2013 03:58:54 GMT  
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ChiTownVintageNewbie wrote on Sat, 07 September 2013 18:47I was able to snap the back separating the dial from the crystal, but cannot remove the dial from the back of the case back where the movement info is contained. Will need some more appropriate tools.

At this point I wouldn't worry about separating the dial from the back of the case. Possible a member here might have the same watch and can post an example. Keep the offer going.

Here in the next day or so I will get a post together showing how to open a case and getting to the case back.

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Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [JackW](#) on Sun, 08 Sep 2013 04:02:50 GMT  
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I'm sorry that you are having troubles with the case. You did right by stopping. Gary is correct, in that another member can likely find and post an example.

Cheers!

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Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [Gary](#) on Sun, 08 Sep 2013 05:10:31 GMT  
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I did some searching and found a white dial similar if not an exact match to yours. Ebay item 360722274589, 20 bids so this gives you a good going price. Inside back indicates this one to be a 364/400.

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Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [ChiTownVintageNewbie](#) on Sun, 08 Sep 2013 06:40:40 GMT  
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Or maybe someone has Mike Barnett's Gruen by the Decade guide for the 1930s. I haven't found

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one at a local library, but I'll keep looking. Thanks, again.

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Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [Gary](#) on Sun, 08 Sep 2013 16:55:48 GMT  
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My bet says this is a Princeton, depicted in the 1939 ad on Ebay, 360725356528.

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Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [JackW](#) on Sun, 08 Sep 2013 18:18:47 GMT  
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I've a set of Mr. Barnett's books. There is a Princeton for 1939 listed in there. The Princeton from 1937 is more "art-deco" in design. This is likely the name associated with the strap # I gave earlier. Matches quite well.

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Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [ChiTownVintageNewbie](#) on Sun, 08 Sep 2013 18:27:02 GMT  
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Thank you very much. I will add this information to my post.

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Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [mikey](#) on Sun, 08 Sep 2013 19:54:09 GMT  
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Not directly related to this watch and/or its repairs but I was doing a bit of searching for an Accutron repair shop recently and came across FTA in Chicago. Their overhaul price was over double what i found at other accredited Accutron repair shops. While i'm sure they would do a very good job, i could not justify the cost differences (which appeared to be mostly labour charges) against the values for similar serviced watches found on eBay.

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Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [ChiTownVintageNewbie](#) on Sun, 08 Sep 2013 19:57:36 GMT  
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Thanks for the information. Their charges for restoration are a bit high, I agree.

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Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [ChiTownVintageNewbie](#) on Wed, 11 Sep 2013 13:36:58 GMT  
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Hello All, the watch has been sold. Thanks for your help and interest.

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Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [afire](#) on Wed, 11 Sep 2013 15:42:49 GMT  
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ChiTownVintageNewbie wrote on Sat, 07 September 2013 16:30The vintage watch dealer (FTA on Belmont may mean something to you as a former Chicagoan) said that he would charge me \$750 to restore the Gruen watch back in the Fall of 2010, and that it would have a post-restoration value of \$900.

Glad I know to stay away from FTA! Everything about that statement is so wrong. Even if it was a truly outstanding restoration, it would never be worth more than a couple hundred dollars. And I can't imagine what sort of service could run up a tab of anywhere near \$750. That's bordering on shameful.

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Subject: Re: WTS 1937 Men's Gruen wristwatch  
Posted by [JackW](#) on Thu, 12 Sep 2013 00:30:15 GMT  
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ChiTownVintageNewbie wrote on Wed, 11 September 2013 13:36Hello All, the watch has been sold. Thanks for your help and interest.  
Excellent!

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