Subject: Gruen Guild "Belmont"
Posted by mikey on Tue, 27 Jan 2015 14:49:16 GMT
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Model name : Belmont
Type : Barrel case
Period/date : 1934-1935
Gender : Mens

Case Maker : Wadsworth
Case Material : 10k GF
Case Serial : 3089509
Case Style no : 3

Caliber : 3157 - 17 jewel
Movement Maker : Gruen Guild
Movement Serial: 212233

Bracelet : Brown leather, 16mm lugs

Other info : Confirmed in 1934 advertisement selling for $37.50. Same style# & movement# as Thoji's Strap 156 posted here and Timeliz' Strap 157 posted here.

File Attachments

1) Gruen 315-3 dial_inside case.JPG, downloaded 3002 times

Wadsworth
MADE IN U.S.A.

2) Gruen 315_3 case.JPG, downloaded 2913 times


12
11
10
9
8
7
GRUEN
60
10
20
30
40
50
SWITZERLAND

3) Gruen 315_3 movement.JPG, downloaded 2876 times



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)

Subject: Re: Gruen Guild "Belmont"
Posted by timeliz on Tue, 27 Jan 2015 21:07:07 GMT
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Congrats!, Mikey. Nice one.

I did have this watch in my list but it was my b-day weekend & I was away from my computer.

I also didn't like the $35 shipping! I thought for sure others would bid it up. But all in all, it was a really good score!

Subject: Re: Gruen Guild "Belmont"
Posted by afire on Tue, 27 Jan 2015 22:07:17 GMT
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MikeTheWatchGuy wrote on Tue, 27 January 2015 15:06Smart new SUN-GOLD case.
Totally different from "coin gold," I'm sure.

Subject: Re: Gruen Guild "Belmont"
Posted by mikey on Tue, 27 Jan 2015 22:11:19 GMT
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timeliz wrote on Tue, 27 January 2015 16:07Congrats!, Mikey. Nice one.

I did have this watch in my list but it was my b-day weekend & I was away from my computer.

I also didn't like the $35 shipping! I thought for sure others would bid it up. But all in all, it was a really good score!

I saw that $35 shipping cost and set a limit of $15 for the watch. Then no one else bid on it...
I did receive it all the way from Johannesburg, SA in just 4 days though.

Subject: Re: Gruen Guild "Belmont"
Posted by mikey on Tue, 27 Jan 2015 22:12:54 GMT
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afire wrote on Tue, 27 January 2015 17:07MikeTheWatchGuy wrote on Tue, 27 January 2015 15:06Smart new SUN-GOLD case.
Totally different from "coin gold," I'm sure.

I saw that term 'coin' gold in a '34 ad i have. What is 'coin gold' ?

Subject: Re: Gruen Guild "Belmont"
Posted by afire on Tue, 27 Jan 2015 22:33:29 GMT
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I've read a few theories, but I personally believe it's just a way of saying yellow gold with a little more flair (but less flair that "sun gold"). It's all over the 1931 catalog supplement and ads from the early '30s. There are lots of references to watches being available in white gold, green gold, and coin gold. But looking at actual watches in the wild, they all appear to be white gold, green gold, or yellow gold. And of course, coins are yellow gold. So, I think that's all it really means.