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Subject: Re: GRUEN PRECISION 17 JEWELS 10KT GOLD FILLED W/ BOX  
Posted by [Barney Green](#) on Sat, 05 Mar 2022 15:51:02 GMT

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Ah, OK, I just know that the original plan had been to release this watch in solid gold. There was unfortunately no description of the material used nor a price mentioned in the few advertisements showing this stylish watch.

If you are wondering where I got the name from, it is mentioned in the advertisement which was published in the Life magazine in December 1955:

I have been convinced that the case was made by Jonell because of the case serial number, thanks for confirmation.

### File Attachments

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1) [LIFE 551212-44.jpg](#), downloaded 2945 times



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