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Subject: 215RSS mens El Dorado "UFO watch"  
Posted by [thesnark17](#) on Tue, 05 Jun 2018 23:22:29 GMT  
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Model name : UFO???  
Type : mens wristwatch  
Period/date : 1950s  
Gender : mens

Case Maker : Gruen Watch Co.  
Case Material : 10k Gold Filled  
Case Serial : 49093  
Case Style no : 030 (1,030)

Caliber : 215RSS  
Movement Maker : Gruen  
Movement Serial: n/a

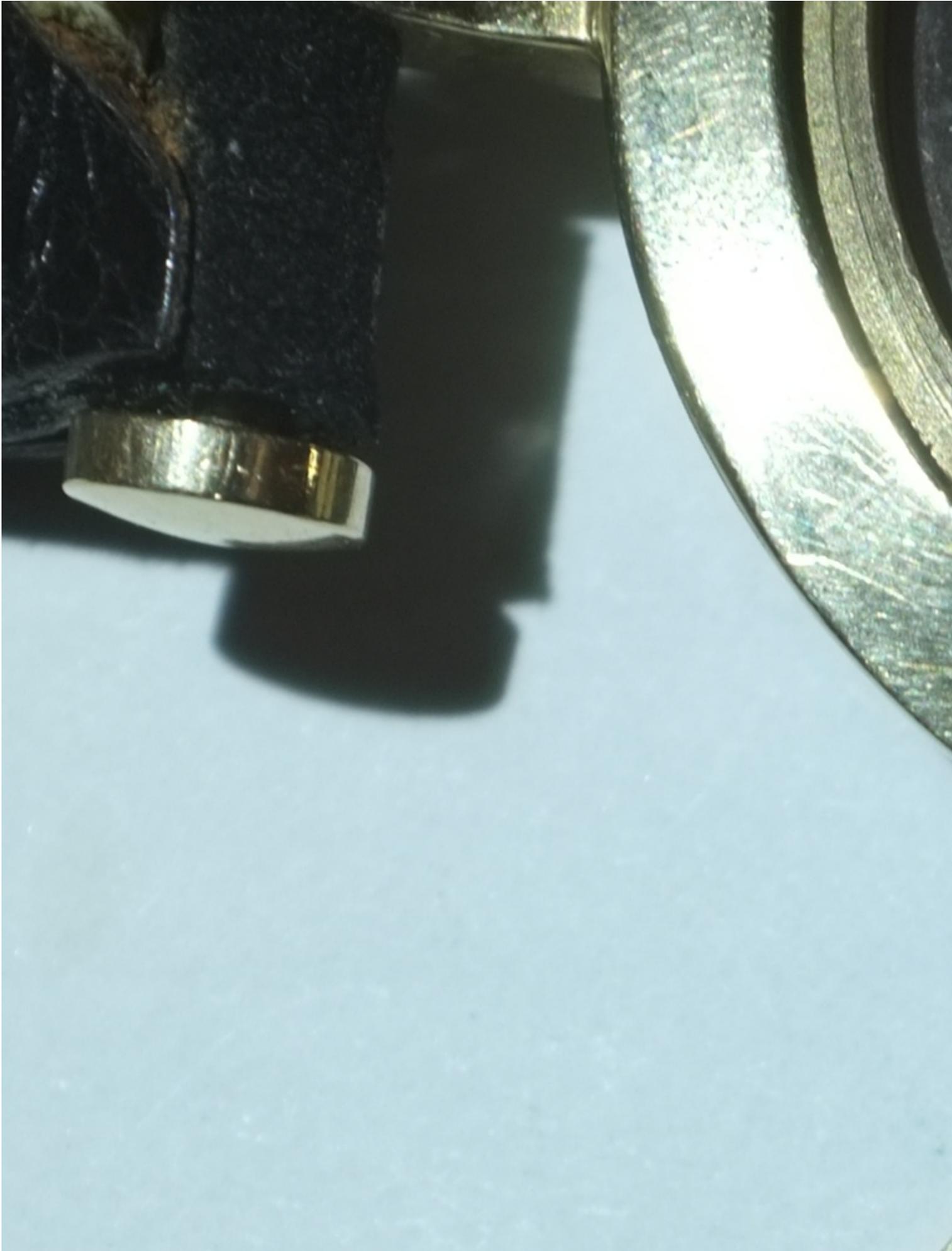
Bracelet : original matching Gruen strap, in suede and gold foil with a leather backing

Other info : The 215RSS movement, normally used in ladies' watches, is used here because the flared case edges do not allow for a conventionally sized movement.

### File Attachments

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- 1) [G UFO dial.jp2](#), downloaded 502 times
- 2) [G UFO back.jp2](#), downloaded 422 times
- 3) [G UFO top.jp2](#), downloaded 399 times
- 4) [G UFO band 2.jp2](#), downloaded 448 times
- 5) [G UFO band 1.jp2](#), downloaded 422 times
- 6) [G UFO movement.jp2](#), downloaded 408 times
- 7) [G UFO side.jp2](#), downloaded 436 times
- 8) [G UFO back.jpg](#), downloaded 1988 times



9) [G UFO dial.jpg](#), downloaded 2749 times



Subject: Re: 215RSS mens "UFO"  
Posted by [Silvercloud](#) on Mon, 23 Nov 2020 22:31:31 GMT  
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This a 1958 Gruen 'Eldorado'. I've only seen a couple in 5 years of searching on eBay & I bought both of them.

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Subject: Re: 215RSS mens "UFO"  
Posted by [thesnark17](#) on Mon, 23 Nov 2020 22:48:10 GMT  
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Did you buy mine then? I hope so. It deserved a good home.

I sold it on ebay two or three years ago - I felt that it was too big for my wrist, and anyway I couldn't bear to wear out that strap...

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Subject: Re: 215RSS mens "UFO"  
Posted by [scott allison](#) on Thu, 07 Nov 2024 15:18:29 GMT  
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I picked one of these up, does anyone know what years they were made?  
Any catalog pages or adverts?

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Subject: Re: 215RSS mens "UFO"  
Posted by [Barney Green](#) on Fri, 08 Nov 2024 18:05:15 GMT  
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I can confirm the model name Eldorado and 1958...

### File Attachments

1) [GRUEN Eldorado 1958.JPG](#), downloaded 1670 times



Subject: Re: 215RSS mens "UFO"  
Posted by [JackW](#) on Fri, 08 Nov 2024 18:11:42 GMT  
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Barney, if anyone would have had an advert, it was you. Thank you for sharing this.

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Subject: Re: 215RSS mens "UFO"  
Posted by [Barney Green](#) on Fri, 08 Nov 2024 22:00:55 GMT  
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This watch had been introduced in 1957 and was part of the campaign "Gruen - The Newest Look in Time", which started Christmas 1957 and was intended to be promote for 12 month. Included were 23 jewel watches, the Continental dn Cosmopoitan serias for men, Baguette, Autowind, Caliente and Royalty series for the ladies. Most with innovative styling like this nice example. I have more about it's history and also some more ads.

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Subject: Re: 215RSS mens "UFO"  
Posted by [scott allison](#) on Sat, 09 Nov 2024 14:54:58 GMT  
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Barney Green wrote on Fri, 08 November 2024 18:05I can confirm the model name Eldorado and 1958...

So good, thanks Barney 8)

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Subject: Re: 215RSS mens "UFO"  
Posted by [scott allison](#) on Sat, 09 Nov 2024 14:57:17 GMT  
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Barney Green wrote on Fri, 08 November 2024 22:00This watch had been introduced in 1957 and was part of the campaign "Gruen - The Newest Look in Time", which started Christmas 1957 and was intended to be promote for 12 month. Included were 23 jewel watches, the Continental dn Cosmopoitan serias for men, Baguette, Autowind, Caliente and Royalty series for the ladies. Most with innovative styling like this nice example. I have more about it's history and also some more ads.

Thanks a million for sharing, would love to see more info.

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Subject: Re: 215RSS mens "UFO"  
Posted by [Barney Green](#) on Sat, 09 Nov 2024 17:21:48 GMT  
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Scott,

first of all I have to correct myself, the campaign " Gruen - The Newest Look in Time" itself was started 2 years earlier already, prepared already in August for that year's Xmas season. Each year there was a new bunch of models for this campaign. What I meant is that the Eldorado together with some other models were added for the 1957 campaign.

Unfortunately I am right now totally overworked and this state may last until Christmas (hopefully not longer). Until then I fear that I would not be able to afford the hours which are necessary to scan through my archives and get you all I have on the Eldorado. Please post or send me a reminder by PM should I forget about this inquiry during the coming weeks.

Barney

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Subject: Re: 215RSS mens "UFO"

Posted by [scott allison](#) on Sat, 09 Nov 2024 17:38:02 GMT

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Barney Green wrote on Sat, 09 November 2024 17:21 Scott,

first of all I have to correct myself, the campaign " Gruen - The Newest Look in Time" itself was started 2 years earlier already, prepared already in August for that year's Xmas season. Each year there was a new bunch of models for this campaign. What I meant is that the Eldorado together with some other models were added for the 1957 campaign.

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Barney

Will do, much appreciated!

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Subject: Re: 215RSS mens "UFO"

Posted by [Barney Green](#) on Sat, 09 Nov 2024 22:00:42 GMT

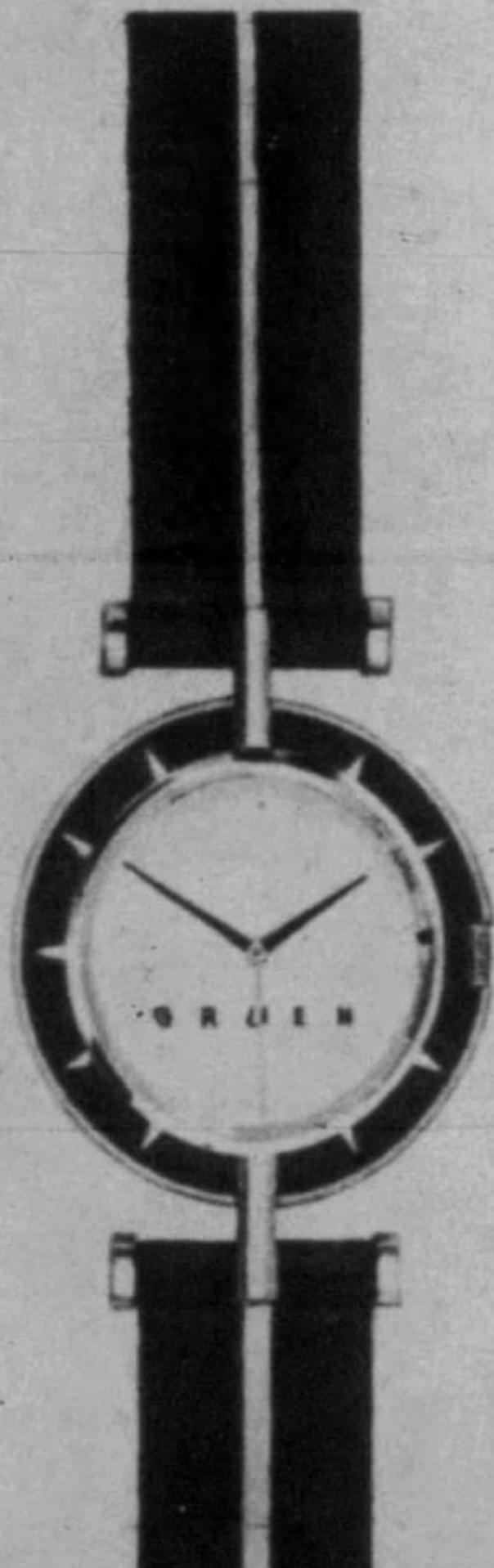
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December 1957:

### File Attachments

1) [Buffalo\\_Courier\\_Express\\_1957\\_12\\_08\\_154.jpg](#), downloaded 1611 times



# Gruen 23 watches . beautifully s perfectly tim Christmas

Here is the dramatic  
style at its most excit  
23-jewel masterpiec  
lines, free from clut  
winding stems, Panav  
ernistic slash hour s  
find them all in Gruen

