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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.

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### File Attachments

1) [Gruen 315-3 dial\\_inside case.JPG](#), downloaded 1872 times

W. L. GARDNER  
GARDNER  
W. L. GARDNER

W. L. Gardner

100 K. GARDNER

PAT'D PAT'D 5-3-27

3089509

3153

W. L. Gardner

2) [Gruen 315\\_3 case.JPG](#), downloaded 1854 times







3) [Gruen 315\\_3 movement.JPG](#), downloaded 1814 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)

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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!

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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.

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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!

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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.

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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' ?

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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 than "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.

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