

SA466826

A gents large 1950s Marvin wrist watch

Price

Sold**Item Reference: SA466826****Date of manufacture: 1950**

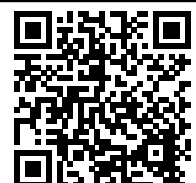
Description

A gents 1950s Marvin wrist watch. In 1850, Marc and Emmanuel Didisheim set up a factory in Berne, Switzerland finishing watches using parts that they bought in. In 1891, they registered the name of the business as Albert Didisheim et Freres. However when they launched their products into America in the early 1890s, the name was not considered to be catchy enough so they adopted the name of their US agent, Marvin. By 1912 the company was making all its components in-house and they soon built up a reputation for good quality watches at reasonable prices. By the middle of the 20th Century, Marvin was a household name having promoted itself through motor sport sponsorship and celebrity endorsement with well known celebrities of the time, such as Marilyn Monroe, wearing Marvin watches. In fact Marvin reached its peak in the 50s and 60s but the 1970s saw the increasing move towards quartz watches and eventually Marvin was absorbed into the Manufactures d'Horlogerie Suisses Reunies (MSR) conglomerate. This particular watch has a 17-jewel Swiss hand-winding movement, calibre 320a, which is working nicely. The movement is fully signed. The watch is a good size measu...

Seller Details

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