

SA486885

Gents 1950s Benrus wrist watch

Price

Sold**Item Reference: SA486885****Date of manufacture: 1950**

Description

A gents 1950s Benrus wrist watch. Benrus Watch Company was a family concern founded in New York City in 1921 by three Romanian brothers - Oscar, Benjamin, and Ralph. The name "BENRUS" was a combination of Benjamin Lazrus first and last names. On 14 May 1923, Lazarus acquired the legal protection of the trademark Benrus from the Swiss federal office for intellectual property. The original company headquarters were located in the Hippodrome building on 44th street in Manhattan. While some watch assembly took place there, the bulk of the manufacture took place in Switzerland. Benrus owned a factory in la Choux de Fond where watch movements were assembled. This factory was run by the first woman in Switzerland to run a major Swiss company. The watch has a signed 15-jewel hand-winding movement, model BB3, which is working nicely. The watch itself measures 27mm wide excluding the winding crown and 37mm high. The case is gold plated with a steel back. The front of the case is in good condition while there is some surface marking to the back. The convex lens is in good condition. The signed coppered dial has a very good look, plenty of character with interesting o...

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