
Subject: Gruen Exclusive Creation Box
Posted by [Ephemerald](#) on Fri, 11 Sep 2020 06:01:35 GMT
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Description; Red padded leather, red velvet insert.

Period : 1950 to 1953

Watch type : Men's Royalty Series

Size : TBD

Inventor : Unknown

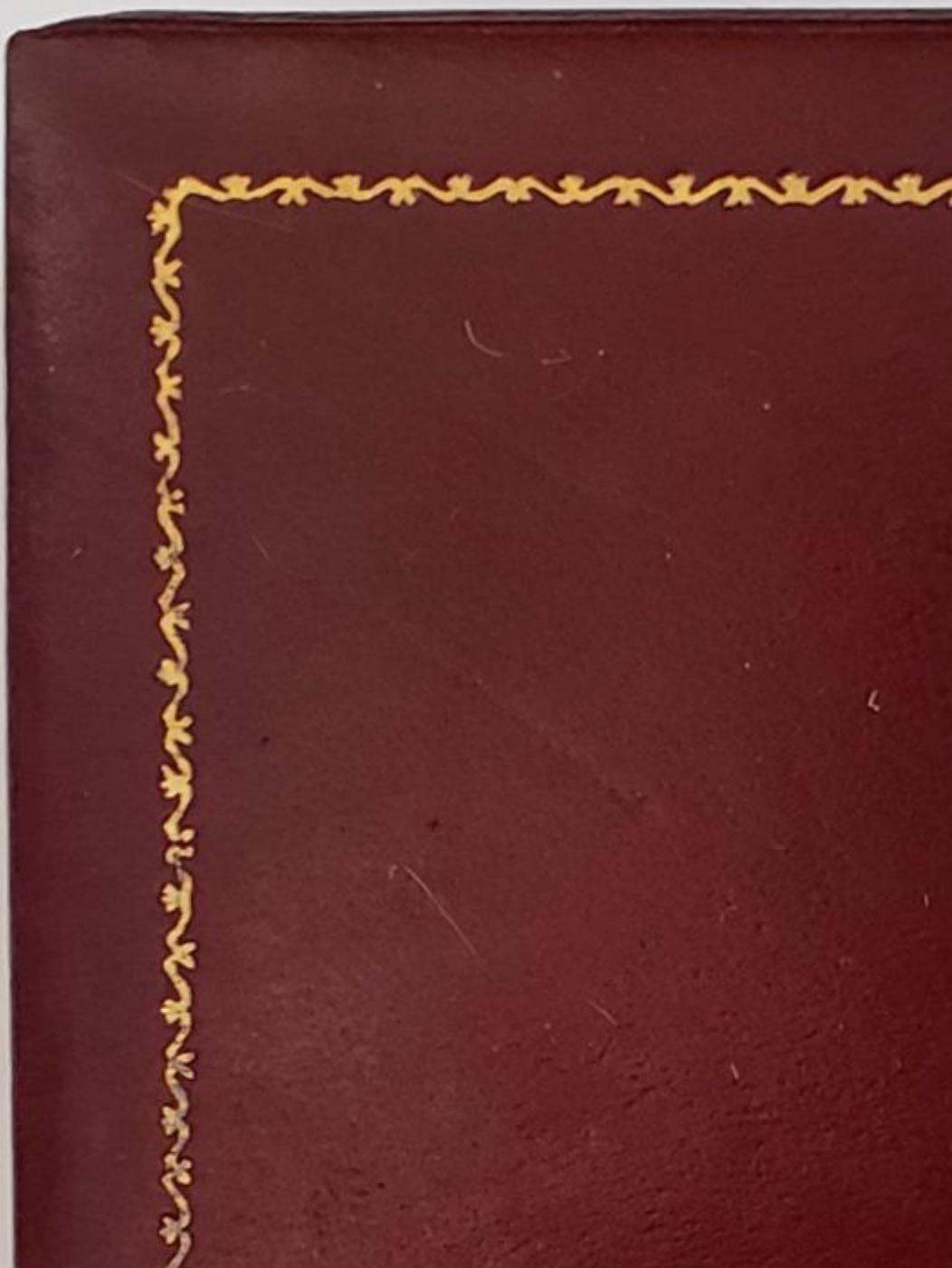
Patents : Unknown

Box maker : Unknown.

Note similar Gruen font and header font in this ad from November 1947.

File Attachments

1) [20200910_232301.jpg](#), downloaded 1608 times



2) [20200910_232330.jpg](#), downloaded 1626 times



3) [20200910_232351.jpg](#), downloaded 1644 times

EXCE

4) Nov47a.jpg, downloaded 1632 times

first showing...

Jewelers' Showpieces

by

GRUEN CURVEX*

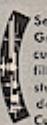
Never were fine watches so proudly shown, never so proudly worn! These exciting new styles are so beautiful we call them Jewelers' Show Pieces! The Gruen of your choice will be dramatically new this season. So original in design it will stay new through the years. Each is a famous Gruen Curvex,* the world's first true wrist watch...with patented movement curved both top and bottom to fit the wristform case. Yes, here is the most precious gift of all—for yourself, or a specially-loved one. Only Gruen makes the Curvex and only Gruen jewelers sell them. Gruen is the official timepiece of Pan American World Airways. Gruen Curvex watches are priced from \$49.75. Other styles \$33.75 to \$4000, federal tax included.

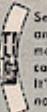
For Cherished Gifts Consult Your Jeweler



Curvex Campus

see the difference

 See how the patented Gruen Curvex Movement curves top and bottom to fill the case with larger, sturdier, therefore more dependable parts. Inside—Curvex is all-watch!

 See the wasted space in an ordinary watch. Flat movement in curved case has smaller parts. It's a curved case, not a curved watch!



Curvex Peerless, \$49.75



Curvex Captain, \$59.50

5) Nov47.jpg, downloaded 1643 times

A man in a tuxedo stands behind a woman in a fur-trimmed gown, looking down at her. The woman is holding a small bottle and a rose. Five inset boxes show different Gruen watch models:

- Curvex "One Hundred," \$100
- Curvex Constellation, \$125
- Curvex Camargo, \$71.50
- Curvex Petite, \$67.50
- Curvex Director, diamond dial, \$250

Gruen
the Precision watch