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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.

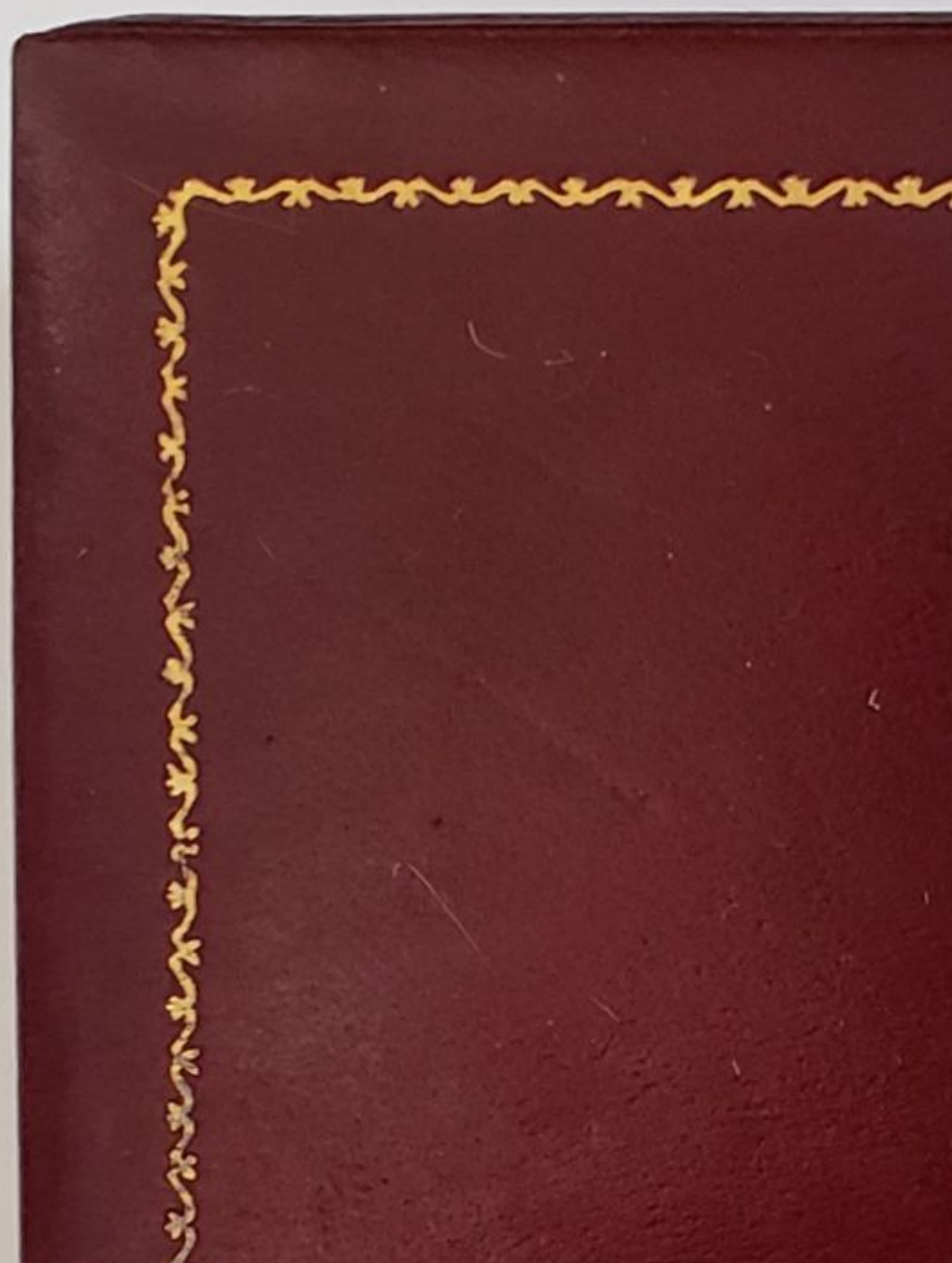
Note similar Gruen font and header font in this ad from November 1947.

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### File Attachments

1) [20200910\\_232301.jpg](#), downloaded 2471 times



2) [20200910\\_232330.jpg](#), downloaded 2494 times



3) [20200910\\_232351.jpg](#), downloaded 2508 times



EXCI

4) [Nov47a.jpg](#), downloaded 2492 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

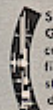
U.S. PAT. REG. OFF.



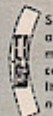
\$49.75

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 Captain, \$59.50



Curvex Peeres, \$49.75

5) [Nov47.jpg](#), downloaded 2517 times



Curvex "One Hundred," \$100



Curvex Director, diamond dial, \$250



Curvex Constellation, \$125



Curvex Camargo, \$71.50



Curvex Petite, \$67.50



Curvex Riviera, \$100

*Graven*  
the Precision watch