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Subject: Re: Curvex Box

Posted by [Ephemerald](#) on Tue, 14 Sep 2021 19:22:12 GMT

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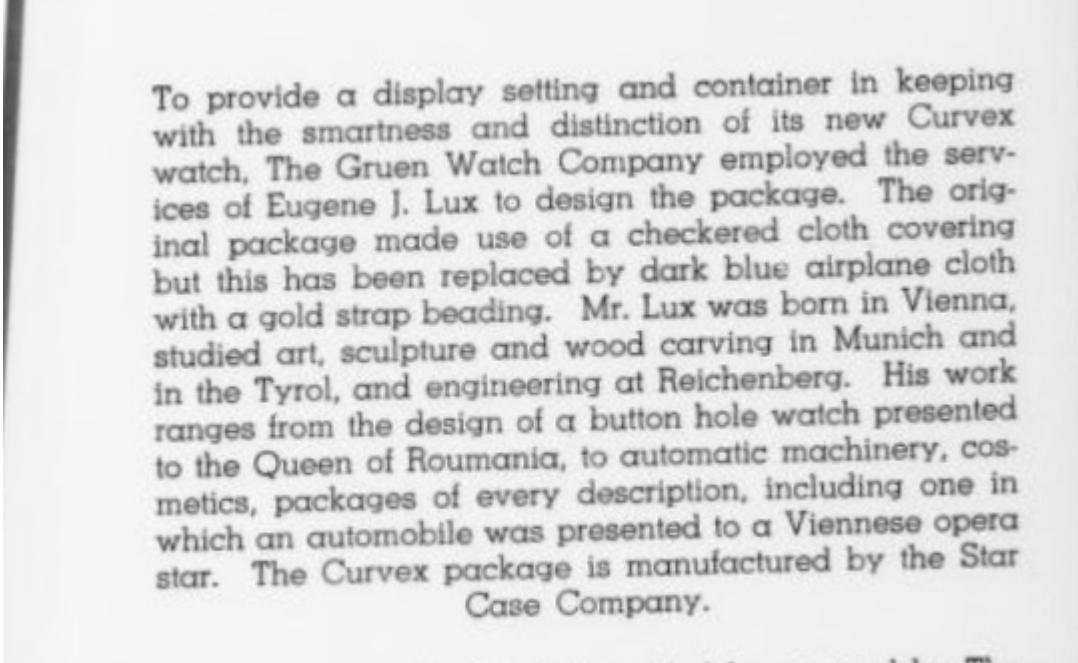
Revived for an update. I ID'd the maker of OP's leatherette Curvex box as Star Case Company, NY. The \*original\* fabric was in fact "checkered cloth" but they soon switched to what Gruen called "airplane cloth".

October, 1935. So this predates the patent filing.

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### File Attachments

1) [October1935.jpg](#), downloaded 2087 times



To provide a display setting and container in keeping with the smartness and distinction of its new Curvex watch, The Gruen Watch Company employed the services of Eugene J. Lux to design the package. The original package made use of a checkered cloth covering but this has been replaced by dark blue airplane cloth with a gold strap beading. Mr. Lux was born in Vienna, studied art, sculpture and wood carving in Munich and in the Tyrol, and engineering at Reichenberg. His work ranges from the design of a button hole watch presented to the Queen of Roumania, to automatic machinery, cosmetics, packages of every description, including one in which an automobile was presented to a Viennese opera star. The Curvex package is manufactured by the Star Case Company.