
Subject: Gruen article on watch boxes. May 1931.

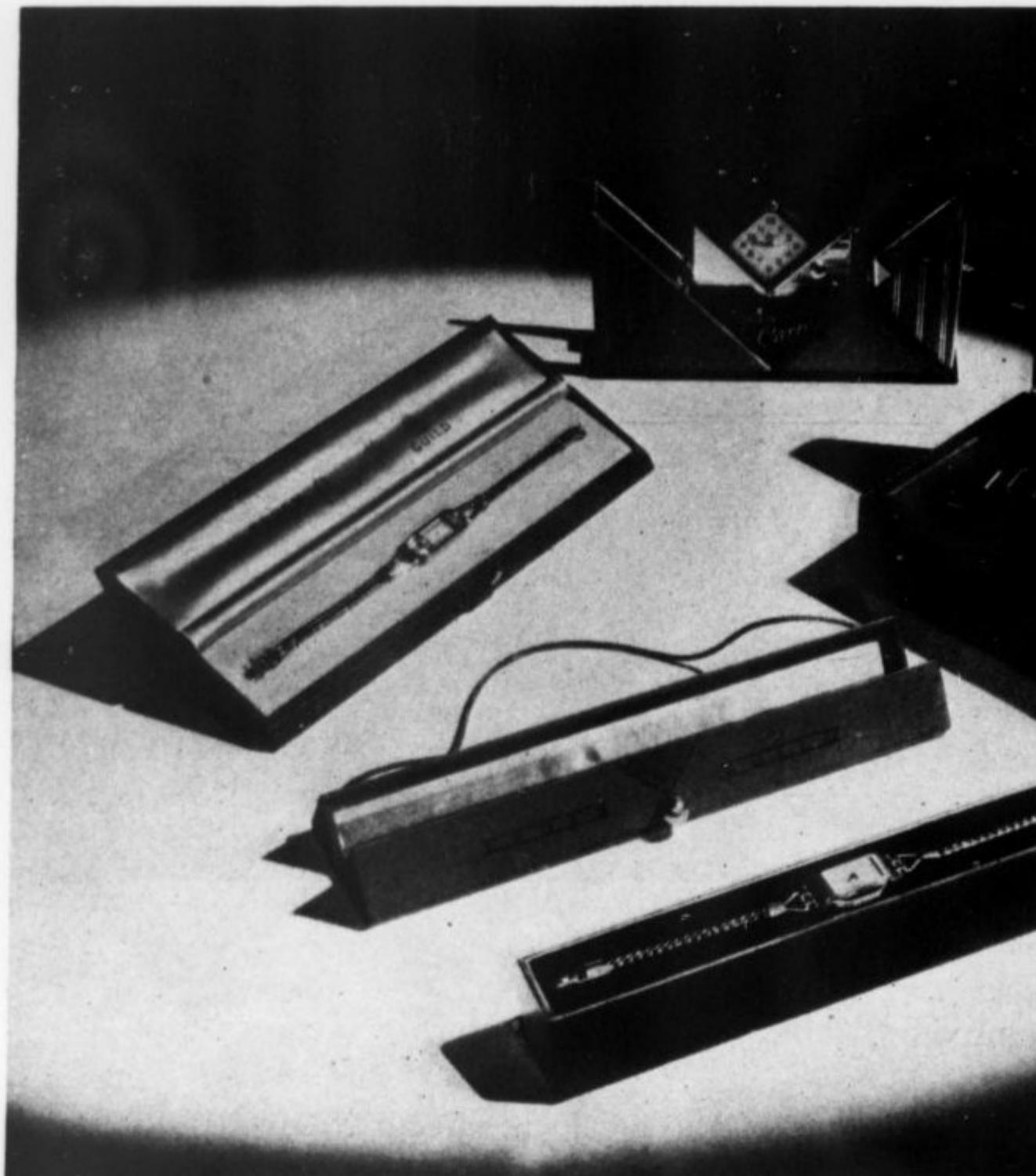
Posted by [Ephemerald](#) on Wed, 15 Sep 2021 17:16:28 GMT

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Article on Gruen boxes that gives insight into relationship w Star Case Co & ID's Star as maker of one type of Baguette box, a Carré box, and cedar lined Quad box.

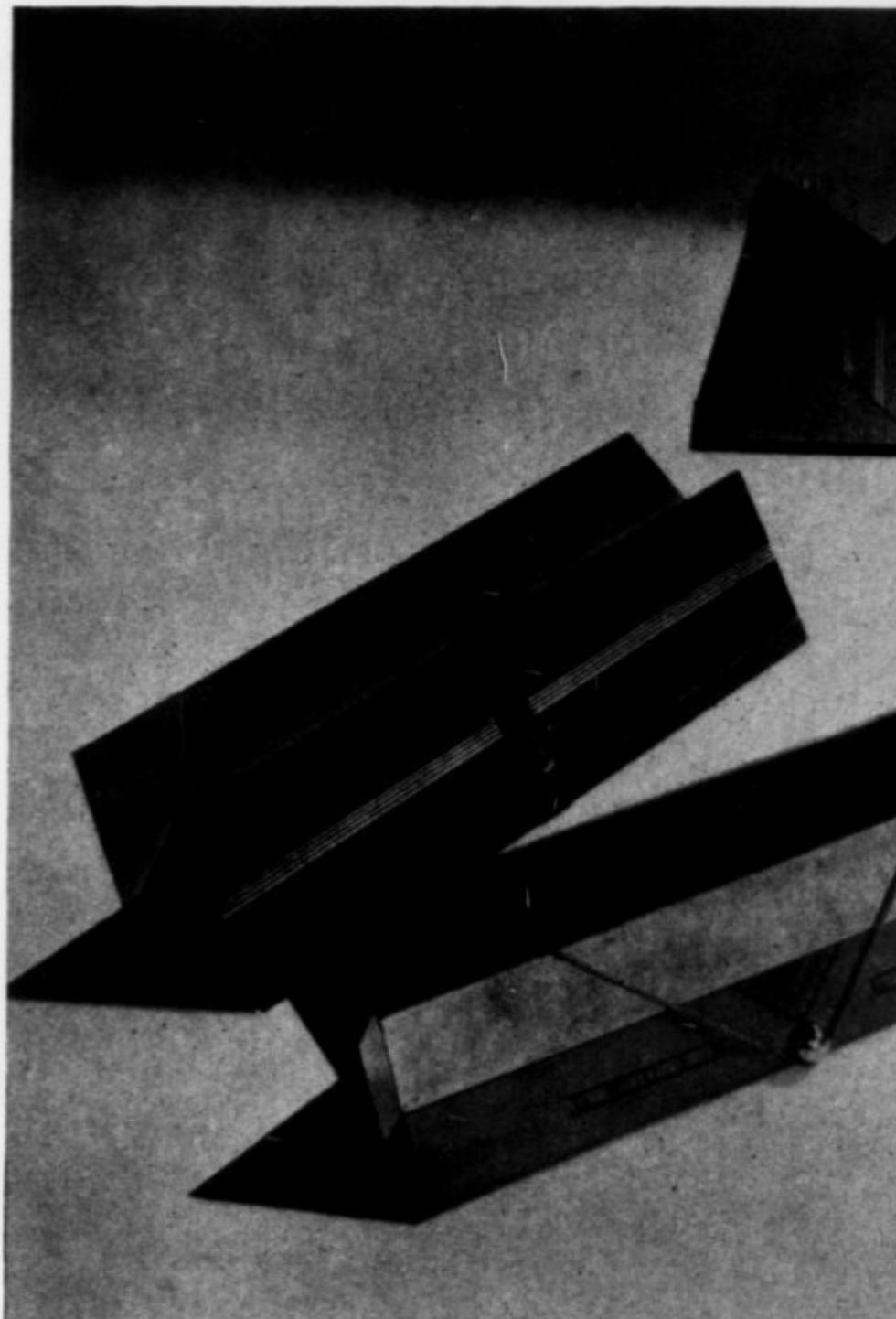
File Attachments

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2) [May1931.jpg](#) , downloaded 2209 times

THE ARTISTIC
BEAUTY OF THE
CONTAINERS
SHOWN ON THE
OPPOSITE PAGE IS
CLEARLY EVIDENT
IN THIS ILLUSTRATION,
WHICH DIS-
DISPLAYS THEM
CLOSED



3) [May1931d.jpg](#), downloaded 2174 times

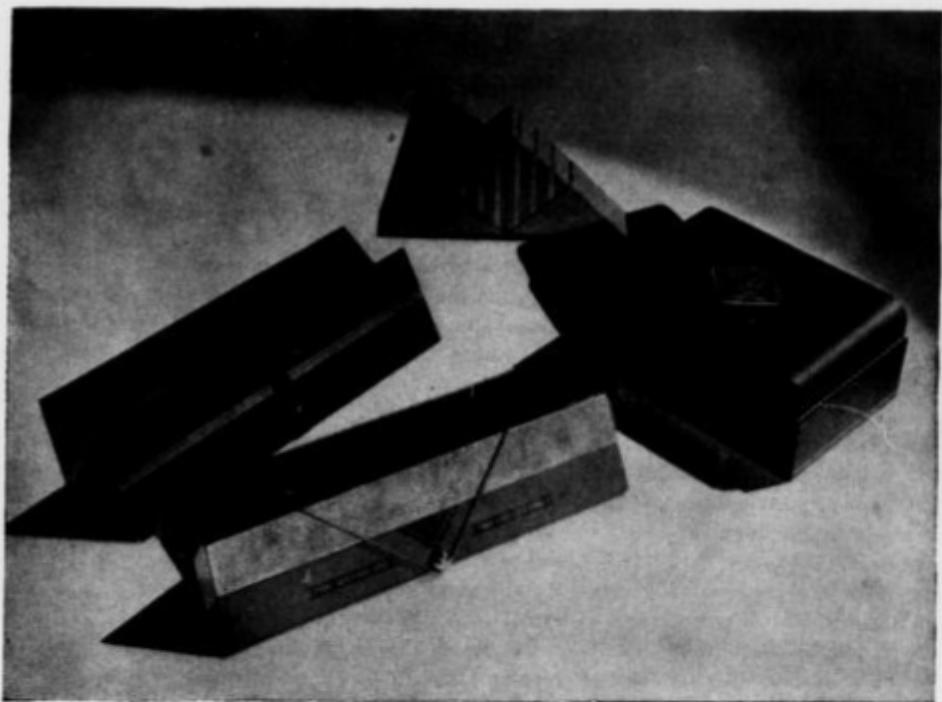
Art and Utility In Jewelry Boxes

(Continued from page 57) button. Requiring some dexterity to solve its secret method of opening, the box itself suggests the ingenuity of the Carré watch itself and emphasizes the delightful surprise of the recipient.

Then there are very practical purposes that a box for a fine watch must serve. Its velvet and papered interior serves as protection both against shock and abuse. Last, but by no means least, is the consideration of the jeweler in whose hands the ultimate sale rests. Quite naturally he will place forward in his windows and showcases those articles in which he takes the greatest pride. Good, dependable merchandise effectively presented in a fine box of tasteful and appropriate design find the line of least resistance in recommending itself for feature display purposes by the retailer.



4) [20210914_205619.jpg](#), downloaded 2210 times



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