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Subject: Re: Early 1950's Ladies Display Box  
Posted by [Ephemerald](#) on Fri, 22 Oct 2021 23:58:13 GMT  
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Update for this box documenting the outer box, maker & molder, and types of watches, "Veri-Thins and Curvex". Booklet copyright 1953.

Note ad: "more than 60% of Gruen watches sold are packaged in Beetle urea plastic" also shows ladies watch in cursive font box.

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### File Attachments

1) [20211002\\_000650.jpg](#), downloaded 731 times



2) [20211022\\_174804.jpg](#), downloaded 738 times



3) [20211002\\_000740.jpg](#), downloaded 744 times



4) [June1953SMP.jpg](#), downloaded 719 times



*a jewel of a box -*  
**BEETLE® PLASTIC**  
*for a jewel of a watch*  
**GRUEN**

Cradled in uniquely handsome boxes of BEETLE Plastic, Gruen "Veri-Thin" and "Curvex" series of fine watches are *extra attractive . . . extra safe.*

BEETLE's rich-looking, hard-to-scratch finish and permanent color enhance the distinctive design...supply *extra sales appeal.*

And on display counters, these BEETLE boxes won't readily attract dust...will stay clean longer to attract *extra customers.*

Thermosetting BEETLE affords protection, too. Unusually strong for its light weight,

an important consideration in shipping, this fine-quality plastic is hard and stable...stays that way through changing temperatures and passing years.

The Gruen Watch Company, like many other makers of fine products, found that BEETLE is priced right, molds easily and economically, resists staining, *and can be had in any color.*

So consider BEETLE for packaging... housings, closures, boxes, bases...both beautiful *and* practical.



Beautiful and practical, BEETLE boxes were molded for The Gruen Watch Company by Rathbun Molding Corporation, Salamanca, New York. More than 60% of Gruen watches sold are packaged in BEETLE urea plastic boxes.



In Canada: North American Cyanamid Limited, Royal Bank Building, Toronto, Ontario, Canada