Subject: Curvex Box
Posted by cmoy on Thu, 27 Jul 2017 13:41:38 GMT
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Hey guys,

Does anyone know from what era is the box from? It's seems like it's made out of cardboard with leather or fake leather finish. The silver trim is a metal rod wrapped around the edge of the box. I'm hoping it's from the 30's but think it might be 40's/50's. Thanks guys!

Subject: Re: Curvex Box
Posted by cmoy on Thu, 27 Jul 2017 13:42:55 GMT
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I just realized this should be in "Gruen Chit Chat". I'm sorry!

Subject: Re: Curvex Box
Posted by Barney Green on Thu, 27 Jul 2017 14:18:57 GMT
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That's a good one to ID, because it is patented.
Mr. Eugene Lux from Gruen filed for the patent on April 25, 1936 wich was granted as US patent no. 2,157,990 on May 9, 1939. So I think you are lucky and it is from the 30s.

Cool!

Barney

Subject: Re: Curvex Box
Posted by cmoy on Thu, 27 Jul 2017 14:37:42 GMT
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Thanks so much Barney! I found the drawing for the box! Thanks for providing the patent number I was hoping the box was earlier for my Majesty. I guess I need to find the plastic version of this box which I think is correct for my watch. This is still a GREAT piece for my other Curvex's. Thanks again!

Here's the link to the drawing.
https://www.google.com/patents/US2157990

Barney Green wrote on Thu, 27 July 2017 10:18That's a good one to ID, because it is patented. Mr. Eugene Lux from Gruen filed for the patend on April 25, 1936 wich was granted as US patent no. 2,157,990 on May 9, 1939. So I think you are lucky and it is from the 30s.

Cool!

Barney

---

Subject: Re: Curvex Box
Posted by afire on Thu, 27 Jul 2017 20:16:32 GMT
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Just my speculative opinion, but leaving aside the patent date, it would surprise me if this leatherette box didn't predate the plastic version. The trend at the time was away from leatherette boxes like this and towards plastic, not the other way around. And it's possible that it could have been produced before a patent was even applied for. I don't know how unusual that would be, but it's certainly possible.

---

Subject: Re: Curvex Box
Posted by Barney Green on Thu, 27 Jul 2017 20:43:36 GMT
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Exactly what I think...

---

Subject: Re: Curvex Box
Posted by Timeticker on Thu, 27 Jul 2017 21:19:38 GMT
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Afire..you are correct! However, the "Bakelite" stuff we have seen (vintage stuff) was created, if you will,by Leo Baekeland in Yonkers, New York, in 1907. His material started gaining popularity around the 1930s, and was used for toys, pipes, and all manner of other items. I am using very loose translations here. So, Bakelight was around during this era, but I still think that the leather covered cases were the preferred item, and later 30s and 40s in to the 50s, would usher in larger uses of this new style plastic. Just a thought.....

---

Subject: Re: Curvex Box
Posted by cmoy on Fri, 28 Jul 2017 14:13:16 GMT
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WOW! Thanks guys! So it could be possible that my Majesty was boxed in this. COOL!

---

Subject: Re: Curvex Box
Posted by Thojil on Fri, 28 Jul 2017 21:59:28 GMT
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I have seen some original ads showing this box from the late 30's. Maybe those are clear enough to identify if the bakelite type or leatherette type was used first used. Can't check at the moment as I have no access to my computer.

Subject: Re: Curvex Box
Posted by cmoy on Fri, 28 Jul 2017 22:23:01 GMT
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If you can check when you have time that would be GREAT!  Thanks so much Thojil!

Thojil wrote on Fri, 28 July 2017 17:59I have seen some original ads showing this box from the late 30's. Maybe those are clear enough to identify if the bakelite type or leatherette type was used first used. Can't check at the moment as I have no access to my computer.

Subject: Re: Curvex Box
Posted by C. Hurt on Sun, 30 Jul 2017 20:48:02 GMT
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As far as I know, the leather box was used for the first Curvex models beginning in late 1935. There is a round paper insert that was fitted into the right side cover which described "introducing the Curvex". Kyle Rogers has a complete set of men's and ladies with the paperwork.

The round blue plastic box was used for later (1937) models, including the Majesty and (with a different holder) the 330 Rist-sides. There were other versions of the blue plastic boxes used until around 1940, and the round plastic box makes a return (in gray and maroon) in the late 1940s for the 440 Rist-side models.

But, since we're talking about Gruen, it would not surprise me at all if there were early 330 models sold in the leather boxes and late 311 models sold in the blue plastic boxes.

Subject: Re: Curvex Box
Posted by Thojil on Mon, 31 Jul 2017 08:25:54 GMT
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This is the 1935 CURVEX launch ad published in the Saturday Evening Post.

It is clearly the leatherette box that was used first in line with what you would have expected from the patent file date.

Here is one example including the original paperwork that was in the same shape as the box.

## File Attachments

1) 1935 Sat Evening Post - Curvex b.jpg, downloaded 3562 times



COUNT ALEXIS deSAKHNOFFSKY, who conceived the virile, yet graceful lines of the Gruen Curvex, has world-famous recognition for his mingling of beauty with fine, practical utility in industrial design.



ELIZABETH HAWES, style expert and only American designer successfully to bring American styles to Paris, says of the Gruen Curvex: "I find it a fine, mannish creation —in excellent taste, modern and simple."



DAVID S. GAITH
formerly of the fa
says: "Gruen Curv
pocket watches
ing a totally new

# GRUEN *creates*

# *astounding new wrist a*

Its masculine simplicity was conceived by Count Alexis deSakhnoffsky, noted industrial stylist. Its astonishing and radical movement was created at Time Hill by Gruen engineers. Gruen Curvex, the new timekeeping wristwatch for men, is Gruen's latest triumph in design and accuracy. • Not only does the exquisite case curve gracefully to fit the wrist, but the sturdy movement, involving an entirely revolutionary principle, is itself curved to fit the case. • This new principle permits a larger and more rugged wheel-train, a feature exclusively Gruen. It is a major advance over the standard and less accurate method of centering a small, flat movement at the crest of a curved case. • Gruen's Curvex makes possible a wristwatch with pocket-watch accuracy...dependable and distinctive, combining graceful beauty and precision time-accuracy. Gruen Curvex watches are priced at $50.00, $59.50 and $100.00. Other Gruen Watches—$24.75 to $1000.



2) 1938 Curvex Countess dames.jpg, downloaded 3524 times



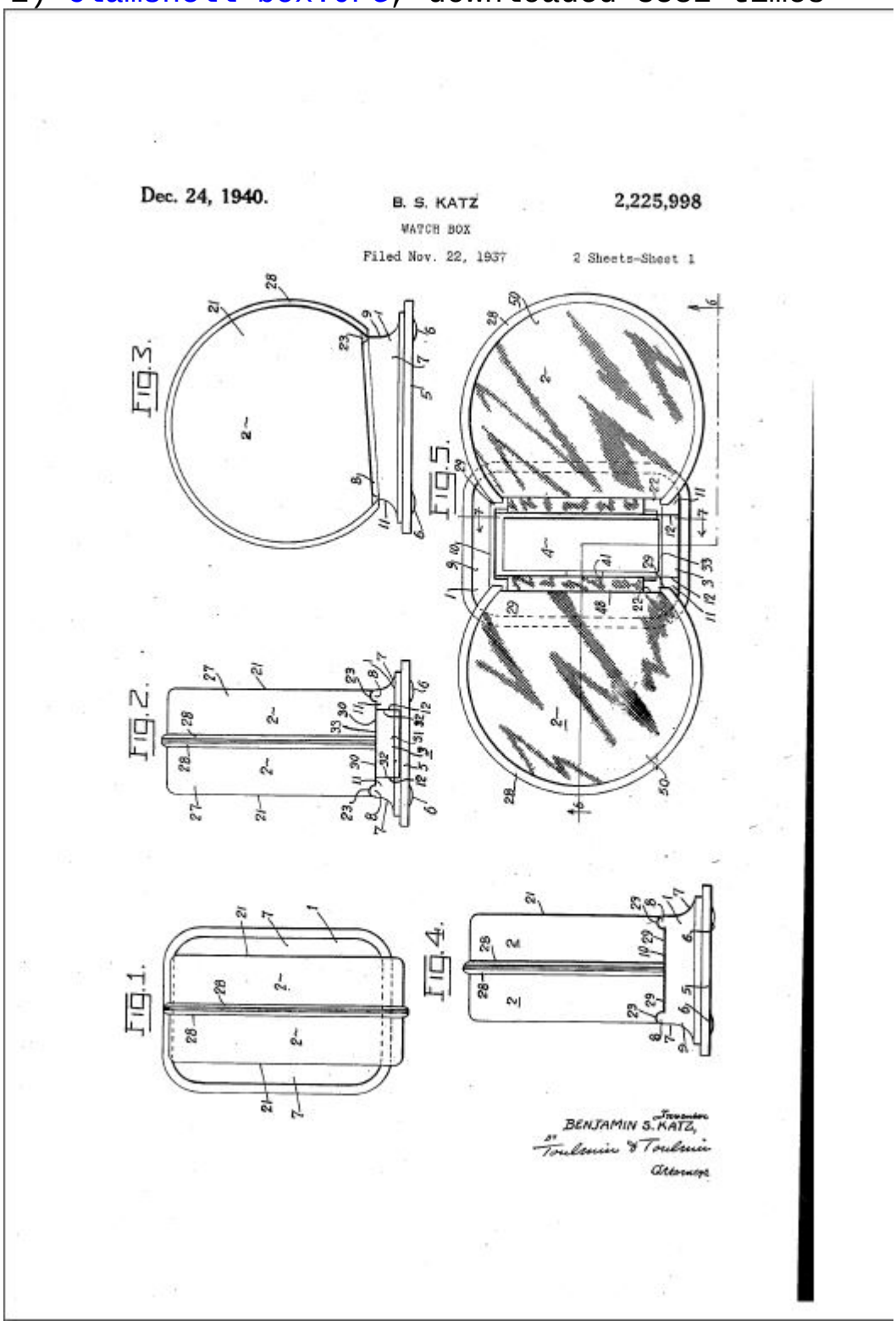

Subject: Re: Curvex Box
Posted by Thojil on Mon, 31 Jul 2017 08:55:51 GMT
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Gruen did not file a patent for the plastic version until November 1937.

And as Cary already hinted there is only 18 months between the two patents so very likely these boxes have been overlapping in the late 30's. I guess both would be ok for the Majesty.

## File Attachments

1) Clamshell box.JPG, downloaded 3582 times




Subject: Re: Curvex Box
Posted by cmoy on Tue, 01 Aug 2017 19:39:12 GMT

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Thanks so much C. Hurt!!!!  This is GREAT info!

C. Hurt wrote on Sun, 30 July 2017 16:48As far as I know, the leather box was used for the first Curvex models beginning in late 1935. There is a round paper insert that was fitted into the right side cover which described "introducing the Curvex". Kyle Rogers has a complete set of men's and ladies with the paperwork.

The round blue plastic box was used for later (1937) models, including the Majesty and (with a different holder) the 330 Rist-sides. There were other versions of the blue plastic boxes used until around 1940, and the round plastic box makes a return (in gray and maroon) in the late 1940s for the 440 Rist-side models.

But, since we're talking about Gruen, it would not surprise me at all if there were early 330 models sold in the leather boxes and late 311 models sold in the blue plastic boxes.

Subject: Re: Curvex Box
Posted by cmoy on Tue, 01 Aug 2017 19:40:44 GMT
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Thanks Thojil!  I love the patent drawing!

Thojil wrote on Mon, 31 July 2017 04:55Gruen did not file a patent for the plastic version until November 1937.

And as Cary already hinted there is only 18 months between the two patents so very likely these boxes have been overlapping in the late 30's. I guess both would be ok for the Majesty.

Subject: Re: Curvex Box
Posted by afire on Wed, 02 Aug 2017 18:34:46 GMT
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Well, after all this, I think you have to put your Majesty in there and post a pic for us to drool over.

Subject: Re: Curvex Box
Posted by Timeticker on Fri, 04 Aug 2017 16:06:07 GMT
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afire wrote on Wed, 02 August 2017 18:34Well, after all this, I think you have to put your Majesty

in there and post a pic for us to drool over.
I agree with Afire! Let us look, and drool!!!

Subject: Re: Curvex Box
Posted by cmoy on Fri, 11 Aug 2017 02:13:24 GMT
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I'll try to get some pics over the weekend

Subject: Re: Curvex Box
Posted by cmoy on Fri, 11 Aug 2017 15:44:25 GMT
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Look what I found guys! The correct box for my Majesty I'll try to get more photos over the weekend. I'll also get some shots of the leatherette box with one of my 311's.

BTW I need to find another plastic box for my Curvex Peer The search is never over! LOL

Subject: Re: Curvex Box
Posted by Thojil on Fri, 11 Aug 2017 16:32:19 GMT
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Very nice!

Subject: Re: Curvex Box
Posted by cmoy on Fri, 11 Aug 2017 18:42:22 GMT
View Forum Message <> Reply to Message

Thanks Thojil! It's a very COOL interesting box! I need another for my Peer LOL

Thojil wrote on Fri, 11 August 2017 12:32Very nice!

Subject: Re: Curvex Box
Posted by Timeticker on Fri, 11 Aug 2017 19:51:23 GMT
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Wow, I would love to find that under my Christmas tree!

Subject: Re: Curvex Box
Posted by cmoy on Fri, 11 Aug 2017 22:03:16 GMT
View Forum Message <> Reply to Message

Thanks Timeticker!

Timeticker wrote on Fri, 11 August 2017 15:51Wow, I would love to find that under my Christmas tree!

Subject: Re: Curvex Box
Posted by kastner on Sun, 13 Aug 2017 15:06:28 GMT
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That is seriously cool cmoy. Thanks for sharing it and good luck on your next search!

Subject: Re: Curvex Box
Posted by cmoy on Wed, 16 Aug 2017 14:13:18 GMT
View Forum Message <> Reply to Message

Thanks kastner!

kastner wrote on Sun, 13 August 2017 11:06That is seriously cool cmoy. Thanks for sharing it and good luck on your next search!

Subject: Re: Curvex Box
Posted by DRGM on Fri, 07 Feb 2020 16:40:24 GMT
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These early Curvex boxes are just great! I wished I'd own the leatherette box for a 311 and the early blue plastic box for a 330…

I'm crazy when it comes to watch boxes. Often, I buy a box without owning the matching "filling". Like in this case, when I saw the "gray egg" - I hadn't seen such a Curvex box before:

Said box was protected for Gruen by two patents, i. e. by patent No 2,667,967 and by Design patent No 161,898:

Both patents were filed in USPTO on September 21, 1950. Inventors were Francis E. Blod and Alfred M. Blumenfeld. Shortly after application of the patents the box was put on the market - here's an ad published in „The Ohio Daily Express" on October 13, 1950, that means, roughly one months after the application date of the patents:

There, the box is shown with a Portrait - I assume, all other Curvex models were sold with this "gray egg" also. As I already mentioned: I bought the box, but a matching filling was missing. It surfaced some days later, i.e. a Captain, style number 370/750.

The Captain has an unostentatious design - contrary to some Curvex models of the late 40s/early 50s which are sometimes quite kitschy.

## File Attachments

1) Gruen-Curvex-Box_egg_01_1366.jpg, downloaded 3373 times




2) US2667967_1366.jpg, downloaded 3314 times

Feb. 2, 1954 F. E. BLOD ET AL 2,667,967

FRONT OPENING WATCH DISPLAY BOX

Filed Sept. 21, 1950

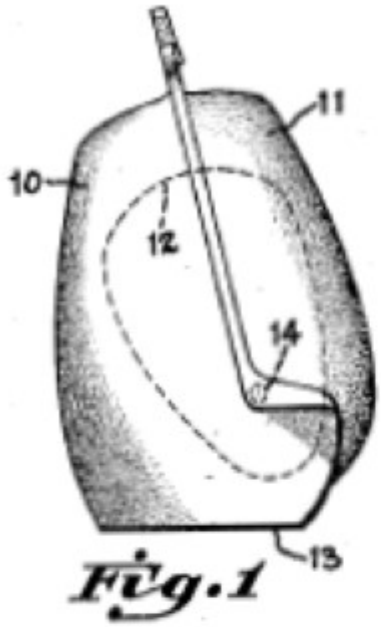



Fig. 1

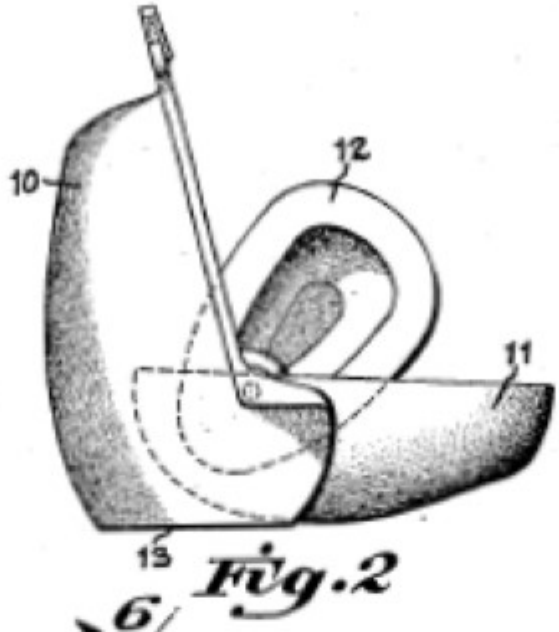



Fig. 2

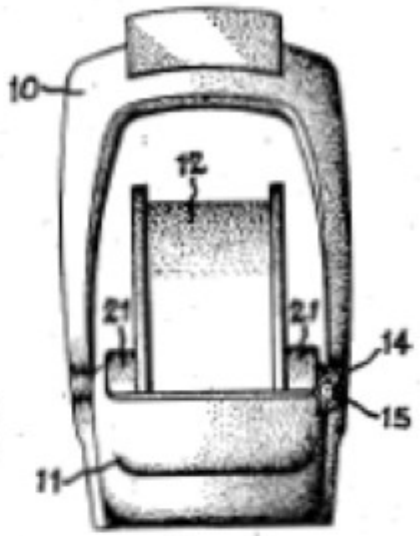



Fig. 3

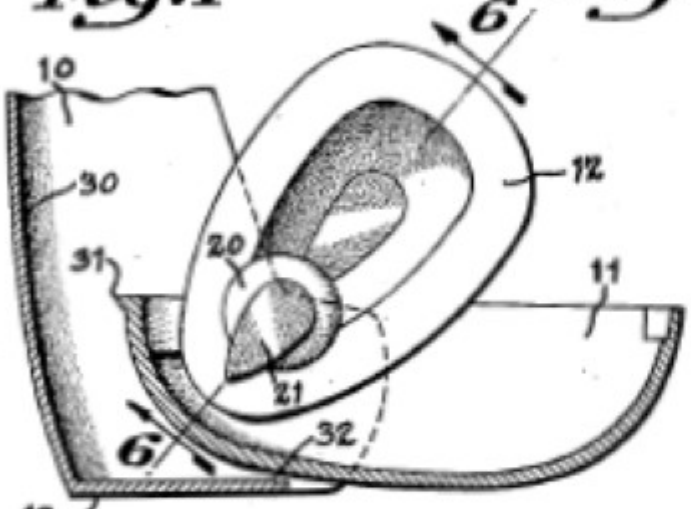



Fig. 4

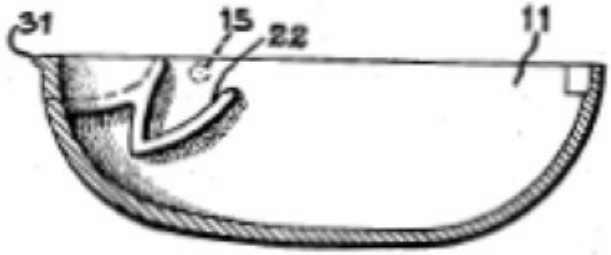
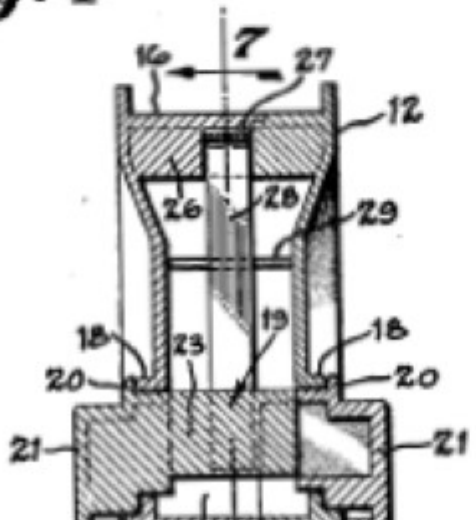



Fig. 5



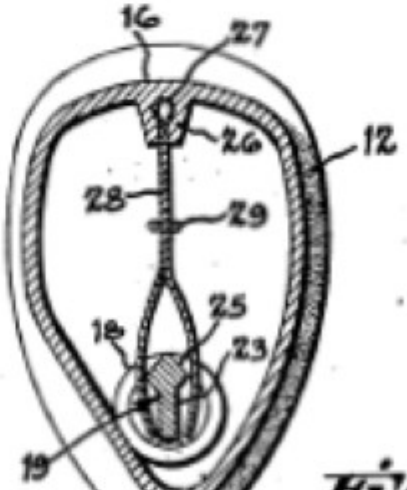




Fig. 7

3) USD161898_1366.jpg, downloaded 3367 times

Feb. 13, 1951 F. E. BLOD ET AL Des. 161,898

FRONT OPENING WATCH BOX

Filed Sept. 21, 1950

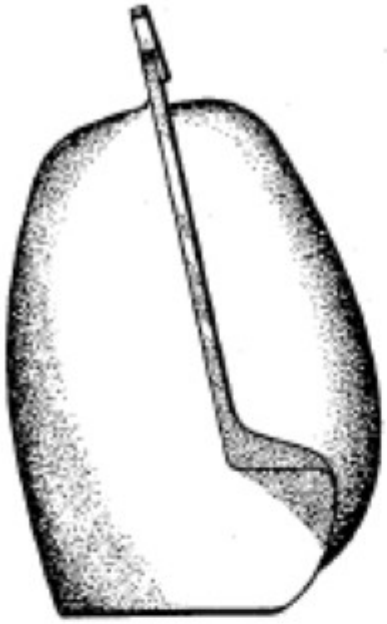


Fig. 1



Fig. 2

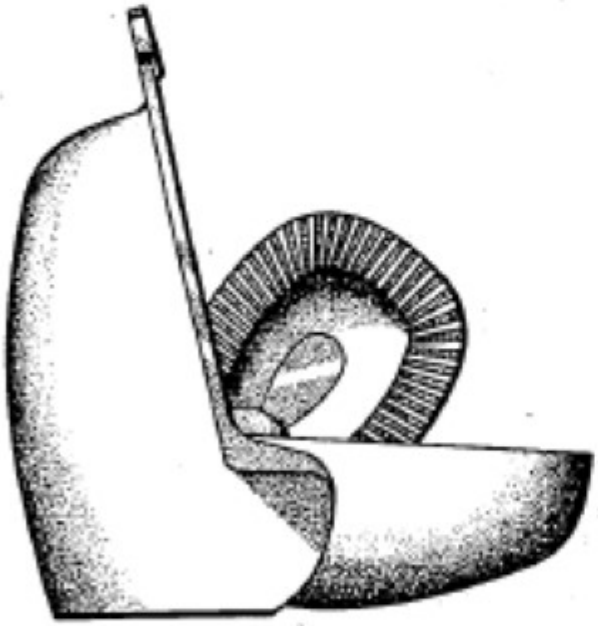


Fig. 3



Fig. 4



4) The Ohio daily-express_13Oct1950_Curvex-Box_Detail_1366.jpg , downloaded 3402 times


GRUEN
CURVEX
CURVEX PORTRAIT
17 jewels, gold-filled case.
$49.75
Every Gruen Masterpiece watch comes in a luxurious velvet-lined gift box.

5) Gruen-Curvex-Box_egg_03_1366.jpg, downloaded 3299 times




6) Gruen-Curvex-Box_egg_04_1366.jpg, downloaded 3337 times




7) Gruen-Curvex-Box_egg_05_1366.jpg, downloaded 3420 times




8) Gruen-Curvex_370-750_02_1366.jpg, downloaded 3420 times




9) Gruen-Curvex_370-750_03_1366.jpg, downloaded 3330 times




10) Gruen-Curvex_370-750_07_1366.jpg, downloaded 3425 times




Subject: Re: Curvex Box
Posted by DRGM on Fri, 07 Feb 2020 16:41:47 GMT
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Back to the box: maker of the box was the company Braun-Crystal Manufacturing Co. and its production company BCN Design Products Inc., respectively.

Braun-Crystal (BCN Design Products) is known for designing/making boxes for other watch companies, i. a. Hamilton, Bulova, Benrus and Elgin.

## File Attachments

1) Gruen-Curvex-Box_egg_08_1366.jpg, downloaded 3374 times




Subject: Re: Curvex Box
Posted by afire on Fri, 07 Feb 2020 18:00:53 GMT
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That box is awesome.  Great pictures too.

Subject: Re: Curvex Box
Posted by JackW on Fri, 07 Feb 2020 22:11:16 GMT
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Cool stuff you have there!

I've never understood the box part.... but that is me. This though is an artform unto itself.

Subject: Re: Curvex Box
Posted by olivierwatch on Tue, 10 Mar 2020 14:39:17 GMT
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Very impressive topic about Gruen boxes, congrats guys, I am jealous.

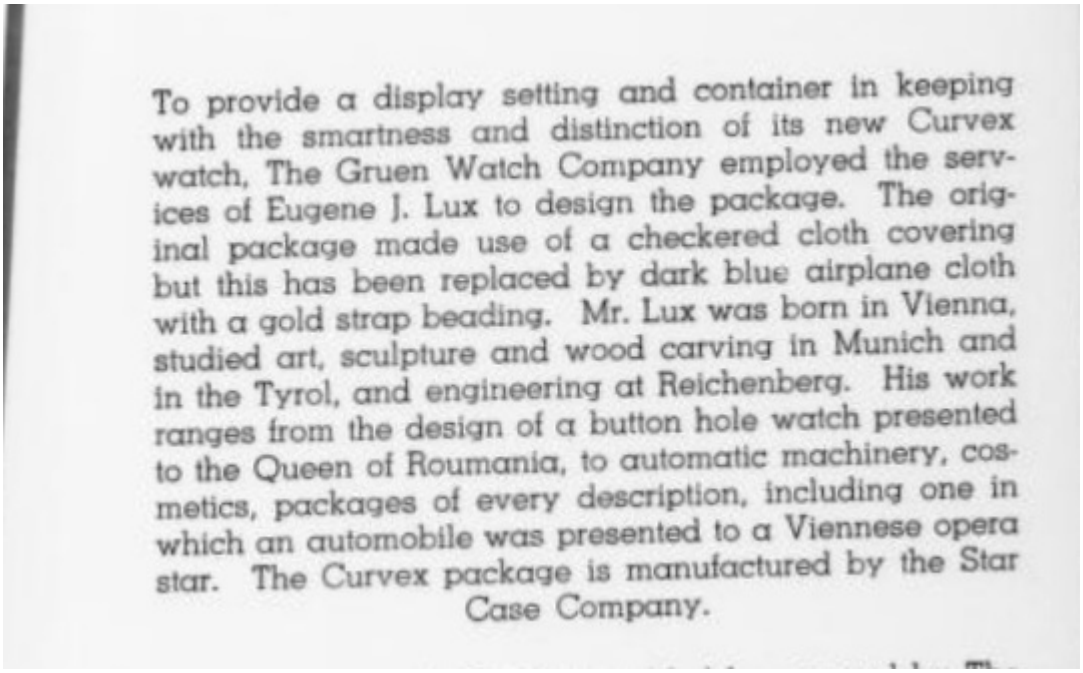
Subject: Re: Curvex Box
Posted by Ephemerald on Tue, 14 Sep 2021 19:22:12 GMT
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Revived for an update. I ID'd the maker of OP's leatherette Curvex box as Star Case Company, NY. The *original* fabric was in fact "checkered cloth" but they soon switched to what Gruen called "airplane cloth".

October, 1935. So this predates the patent filing.

## File Attachments

1) October1935.jpg, downloaded 3360 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.

---

Subject: Re: Curvex Box
Posted by Jenneke on Tue, 14 Sep 2021 19:37:29 GMT
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Quick google search, did not find info on this box maker. Seems it did not make it into the future. Do you have more info?

---

Subject: Re: Curvex Box
Posted by Ephemerald on Tue, 14 Sep 2021 19:47:29 GMT
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Jenneke wrote on Tue, 14 September 2021 13:37Quick google search, did not find info on this box maker. Seems it did not make it into the future. Do you have more info?
Yes for sure. They did make it into the future as here's an ad from 48 I found. We have seen one of their boxes before, yes. You're right that it's hard to find stuff on them. They started out in 1907 ish.

https://vintagegruen.org/vgforum/index.php?t=msg&th=1924 &start=0&

## File Attachments

1) StarCaseCo1948.jpg, downloaded 2677 times




# trave
# time

sounds th
on Summ
excursions

7 jewel, 48 hour Sw
in rose gold, gilt o
nickel finish . . . g
or morocco case (r
or blue) . . . case s
about $25 plus tax

Subject: Re: Curvex Box
Posted by Ephemerald on Wed, 15 Sep 2021 17:03:15 GMT
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After Star they went with Rathbun for this type Curvex case.

## File Attachments

1) 20210915_112941.jpg, downloaded 3167 times

# MOLDING AN ALL-AMERICA WINNER!




Gruen watch display package, molded in three pieces of blue Plaskon, takes TOP AWARD in Plastic Container Group – 9th Annual All-America Package Competition.

This highly unusual display package for Gruen watches is molded in three pieces with an ingenious hinge construction that eliminates projecting hinge abutments and outside metal catches. All metal used is concealed under velvet in the interior of the package.

Rathbun offers a complete molding service in all plastics to packagers and other plastics users. Long experience, modern equipment and rapid production are only a few features of fine Rathbun molding. Let us advise on your plastics problem.

The package is shaped around the watch. For this reason, the curved package shape was chosen. For the watch to be displayed is the famous Gruen Curvex—"curved to fit the wrist." Through the unique design of this package, this outstanding feature of the watch is displayed perfectly.

Phenomenal increases in the sales of Gruen's CURVEX were apparent after the introduction of the new package. Not only does it display the watch "in action" in showcase or window, but its rich color and smart styling make it an ideal gift package. Add to this selling punch the simplicity and economy of its production, and you have the basic reasons why it won TOP AWARD in the Competition.

*Rathbun*

**MOLDING CORPORATION**

Subject: Re: Curvex Box
Posted by Jenneke on Wed, 15 Sep 2021 18:42:25 GMT
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Aha, so the leather covered ones are from star case and the plastic moulded ones from rathbun.

Subject: Re: Curvex Box
Posted by Barney Green on Thu, 16 Sep 2021 17:32:56 GMT
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Not quite right. Rathbun molded plastic for several case makers, also for the Star Case Co from NY. It looks like the Star Case Co was sole or at least main supplier of watch cases to Gruen in the 20s, probably even earlier, until about 1936.
Prior to the plastic ones which were first introduced 1931, Star made wooden and leather cases mainly and continued to work with leather and wood at least until late 30s. It is also likely that they made the nice parts cabinets.

Subject: Re: Curvex Box
Posted by Dave M on Mon, 27 Jan 2025 14:24:54 GMT
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Would you be able to post some additional shots of it? I'm continuing my search, but not certain what it looks like exactly. Thanks for posting these great shots!

File Attachments
1) IMG_8339.jpeg, downloaded 1931 times


THE PROUDEST NAME IN TIME
GRUEN
TIME HILL CINCINNATI
U. S. A.
GRUEN CURVEX
GRUEN
THE WORLD'S
FIRST TRUE WRISTWATCH
REGISTERED TRADE MARK
GRUEN