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Subject: Paper box Gruen Time Hill

Posted by [Jenneke](#) on Tue, 11 Feb 2020 21:38:56 GMT

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#### Description

On the outer box is a picture of the front page of the Gruen book "A worthy Company of watchmakers". This book is from 1918. The inner box is also made of cardboard. Missing the watch holder.

Period : 1918 - 1928?

Watch type : ladies silk ribbon wristlet (educated guess)

Size : outer box (H=4cm W=11cm D=7.5cm), inner box (H=3.8cm W=10.1cm D=5.4cm)

Inventor : unknown

Patents : unknown

Box maker : Dennison Mfg Company

Impressed in the bottom of the inner box is "Dennison maker". The Dennison Mfg.

Company started in 1844 when Aaron Dennison (a Boston jeweller) began to make paper boxes. His father (Andrew) and he made a machine to facilitate the making of cardboard boxes. At the time most jewel boxes were imported. In 1863 the company produced lots of paper stuff (jewelry tages, display cards) and in 1914 crepe paper. One of the sales offices was in Cincinnati. Today the factory still exists in combination with Avery.

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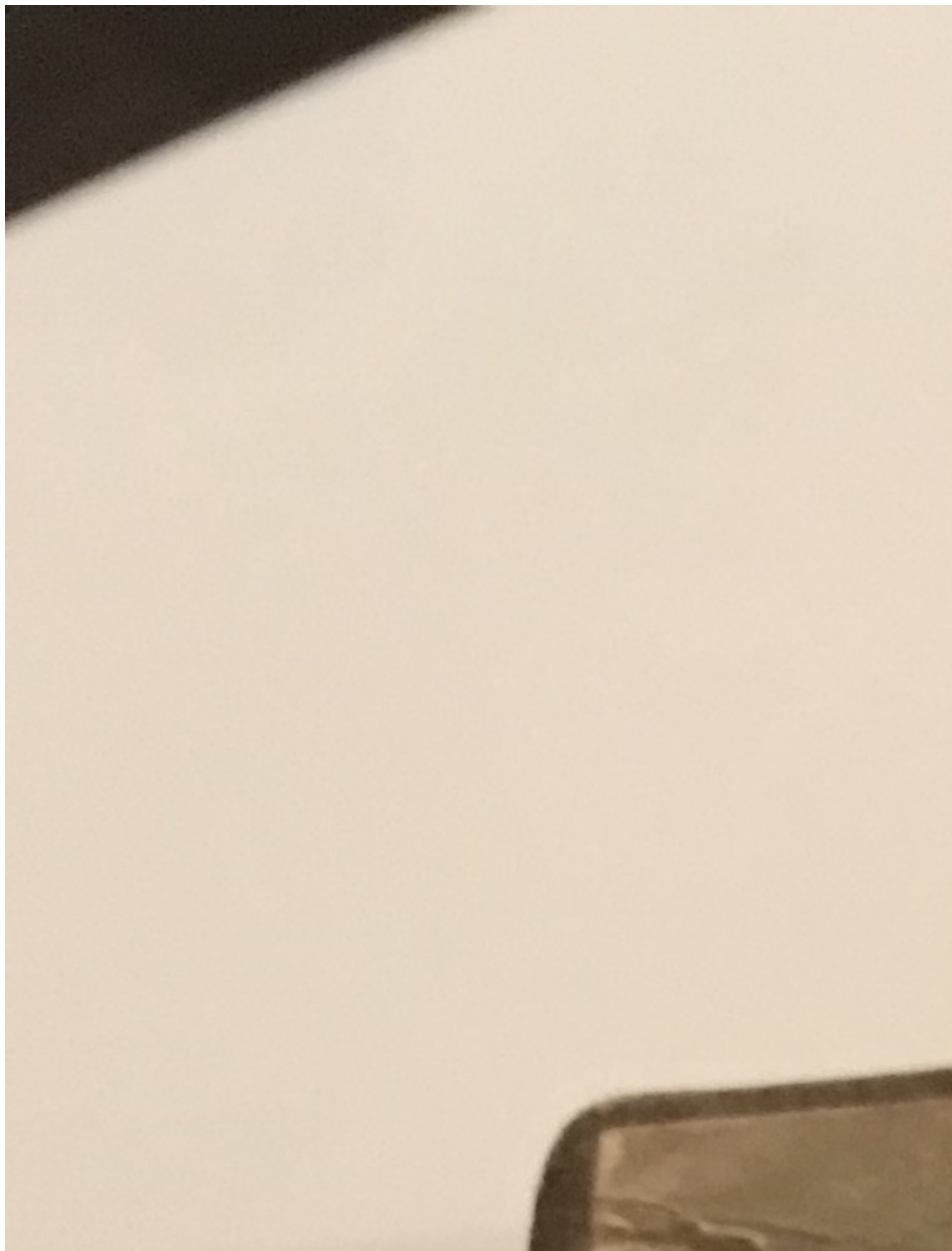
#### File Attachments

1) [outer box inside.jpeg](#), downloaded 1569 times

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2) [outer box.jpeg](#), downloaded 1591 times



3) [watch box bottom.jpeg](#), downloaded 1559 times



4) [watch box inside.jpeg](#), downloaded 1555 times



5) [watch box outside.jpeg](#), downloaded 1509 times



GRU

Subject: Re: Paper box Gruen Time Hill  
Posted by [Barney Green](#) on Wed, 12 Feb 2020 06:46:20 GMT  
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What a great idea, thanks a lot Jenneke!

I also have a number of original boxes and I am always discovering new ones. Gruen seems to have been very fancy about their gift / presentation boxes and changed them quite frequently. Much appreciated!

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Subject: Re: Paper box Gruen Time Hill  
Posted by [Ephemerald](#) on Sat, 13 Nov 2021 06:32:58 GMT  
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Out of all the watch boxes. This one fascinates me the most so far. It links two great watch families. Never seen one bit of evidence that Dennison Watch Case Co ever supplied Gruen, but I wonder....Two ads c 1925. One of which proudly lists Gruen.

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#### File Attachments

1) [20211112\\_232938.jpg](#), downloaded 1288 times

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## Boxes by Dennison

E. W. DENNISON started in 1844 because he wanted to make better boxes.

He made them. Ever since, his house has been making boxes with the ability to improve serving all of the house.

2) [20211112\\_232910.jpg](#), downloaded 1291 times

of the best of the  
managers who have the

*These are a few of the houses  
whose products sell faster in  
Dennison Boxes*

THE CONKLIN PEN MANU-  
FACTURING CO.

CAPPER AND CAPPER, INC.

PAGE AND SHAW, INC.

HANAN AND SON

GRUEN WATCHMAKERS GUILD

ARMOUR AND COMPANY

ELMO, INCORPORATED

BARBER & ROSS

SARGENT & CO.

B. ALTMAN & CO.

JORDAN MARSH COMPANY

HOCHSCHILD, KOHN & CO.

PROVIDENCE PAPER CO.

HARCOURT & CO.

SHREVE, CRUMP & LOW CO.

T. KIRKPATRICK & CO.

J. E. CALDWELL & CO.

SAMUEL KIRK & SON CO.

SPAULDING & CO.

GALT & BRO.

TRAUB BROS. & CO.

SHREVE, TREAT & EACRET

RIGGS NATIONAL BANK

BUXTONS, INC.

MARSHALL FIELD & COMPANY

THE DEVILBISS MANUFACTUR-  
ING CO.

AMITY LEATHER PRODUCTS  
COMPANY

THE MOORE PEN CO.

THAT'S the sort of business that each day in our Box Division—specifications, from the spending every waking the sales of the best goods in America.

They get a lot more prices. We work with sign, iron out the wrinkles job look as though it and then produce and “never been done before”

The list includes not-so-big; names of today who order by sales-makers of tomorrow ordering by the single their prospective order practical and persistent

As you will likewise question of “package” to you than just a no “sales psychology” service to yourself now

Subject: Re: Paper box Gruen Time Hill  
Posted by [Jenneke](#) on Sat, 13 Nov 2021 07:43:14 GMT  
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Sells faster, hmmm, that is a bold statement. Is the denisson mfg co the same company as the denisson watch case co?

Indeed, gruen watchmakers guild is in the list. Not gruen watch co. And what is written in front of the outer box: gruen watchmakers guild.

This is my favourite box.

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Subject: Re: Paper box Gruen Time Hill  
Posted by [Ephemerald](#) on Sat, 13 Nov 2021 09:09:14 GMT  
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Jenneke wrote on Sat, 13 November 2021 00:43Sells faster, hmmm, that is a bold statement. Is the denisson mfg co the same company as the denisson watch case co?

No. They are seperate companies. But both were established by the same person, Aaron Dennison. His younger brother E.W. Dennison soon was permitted to take over the reins of the box and tag business. Again, never seen anything that suggests Gruen did get watchcases from Dennison. Just playing with possibilities. But I don't think it's too far of a leap to ponder for a sec either, considering the history, how close Dennison family connections and companies were. Dennison Watch Case Co was based out of Birmingham, England. And Dennison has a known major connection to Waltham. So a Gruen connection is highly unlikely.

<https://www.vintagewatchstraps.com/dennison.php>

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