Subject: Curvex Box “Gray Egg” 1950 and later
Posted by DRGM on Thu, 13 Feb 2020 17:25:28 GMT
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Period : 1950 and later

Watch type : Gruen Curvex

Size : Height 11 cm (4 5/16”), Depth 7 cm (2 ¾”), width 5.4 cm (2 1/8”)

Inventor : Francis E. Blod and Alfred M. Blumenfeld

Patents : US Patent 2,667,967 and US Design Patent 161,898 (both applied on Sep. 21, 1950)

Box maker : Braun-Crystal Manufacturing Co. and BCN Design Products Inc., respectively

Shortly after application of the patents the box was already advertised. Shown here is an ad issued in “The Ohio Daily Express” of October 13, 1950.

The box was sold together with an outer box - it looked like this:

https://jewelry.ha.com/itm/estate-jewelry/watches/gruen-curv
ex-precision-gold-filled-watch/a/171820-73052.s

For more photos and for images of the patents see here:

http://vintagegruen.org/vgforum/index.php?t=msg&th=1288& amp;goto=12119&#msg_12119

File Attachments

1) Gruen-Curvex-Box_egg_001_1366.jpg, downloaded 3425 times



2) Gruen-Curvex-Box_egg_002_1366.jpg, downloaded 3395 times



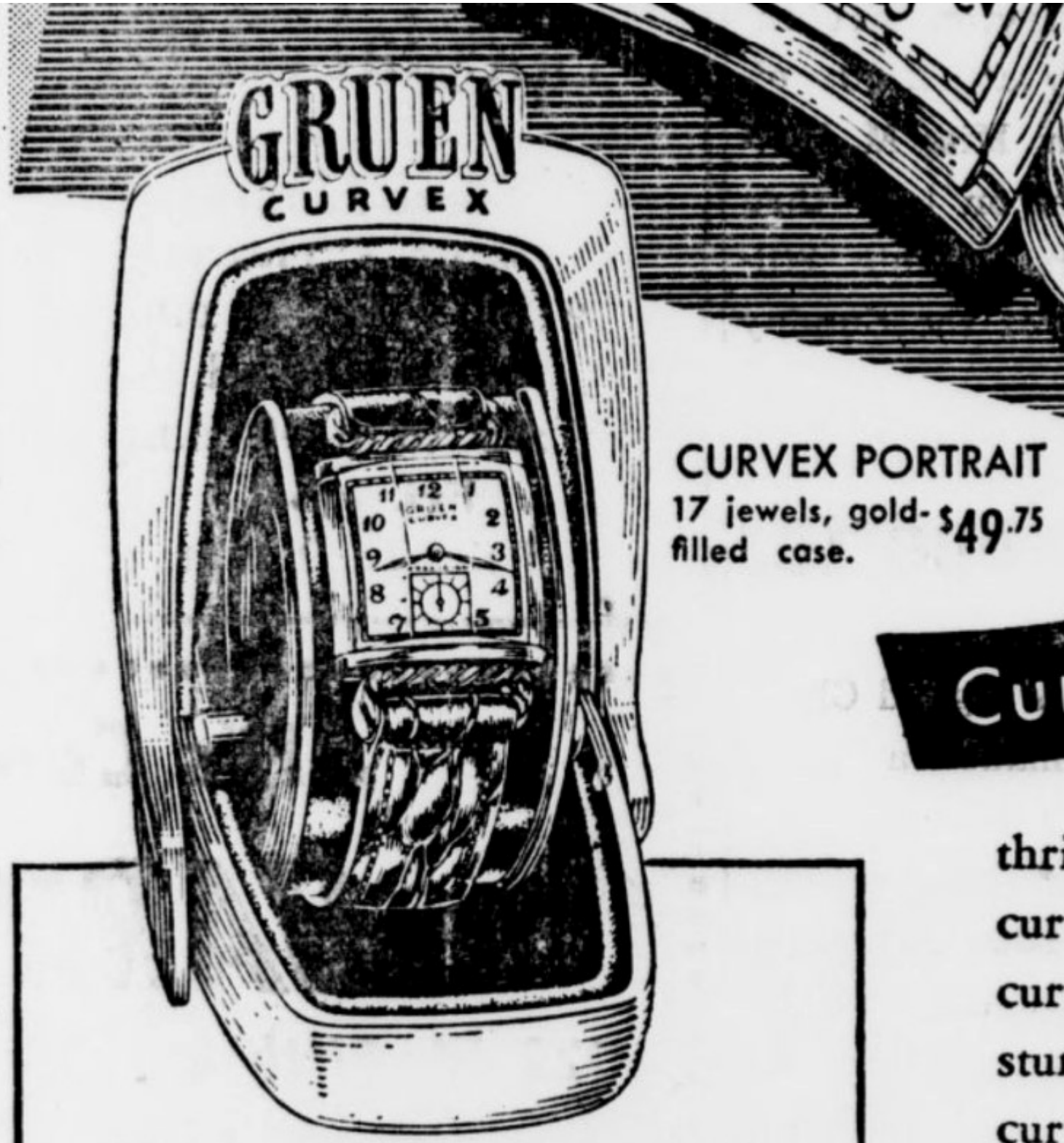
3) Gruen-Curvex-Box_egg_005_1366.jpg, downloaded 3405 times



4) Gruen-Curvex-Box_egg_0066_1366.jpg, downloaded 3321 times



5) The Ohio daily-express_13Oct1950_Curvex-Box_Detail_1366.jpg , downloaded 3462 times



CURVEX PORTRAIT
17 jewels, gold-filled case. **$49.75**

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Every Gruen Masterpiece watch comes in a luxurious velvet-lined gift box.

Subject: Re: Curvex Box “Gray Egg” 1950 and later
Posted by Ephemerald on Wed, 19 Aug 2020 23:15:44 GMT
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Somewhere in some thread, one of us was wondering, what in the world is the freaking point of this box, well this is the best explanation I've found for the egg, it's all about retail with the boxes...

File Attachments

1) CurvexC.jpg, downloaded 2983 times

New Styling in Gruen 'Masterpiece Series'

Ten wrist-curved watches, priced fro $49.75 to $100, form the new "Masterpiece series recently introduced by the Gru Watch Co., Time Hill, Cincinnati, Ohi They are distinguished by specially d signed crystals and unusual case design



Subject: Re: Curvex Box “Gray Egg” 1950 and later
Posted by Barney Green on Thu, 20 Aug 2020 09:45:51 GMT
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Matthias,

this is interesting new info, thanks for püosting!

So it has been ten Curvex models, priced from $49.75 to $100 with specially designed crystals and unusual case.
I have never seen the series advertised as such, so which ones formed the Masterpiece series?

Looking into the 1950/51 ads I have identified:
(!) for sure
(?) may be likely
(??) may be unlikely

Gents:
Prelude !
Portrait !
Cadet ?
Carlton ?
Virtuoso ?
Lodge ?
Lowell ?
Lord ?
Major ?
Marshall ?
Ristside Fraternity ?
Commander ??
Baron ??
Ladies:
Serenade !
Symphony !
Wand ?
Ballerina ?
Clarion ?
Corinth ?
Grandview ?
Prestige ?
Cadence ??
Camden ??
Peeress ?

Subject: Re: Curvex Box “Gray Egg” 1950 and later
Posted by Jenneke on Thu, 20 Aug 2020 17:18:14 GMT
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“Proof?” Virtuoso: https://www.kupferjewelry.com/products/vintage-curvex-solid-gold-masterpiece-virtuoso-extremely-rare

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Subject: Re: Curvex Box “Gray Egg” 1950 and later
Posted by Barney Green on Thu, 20 Aug 2020 18:27:25 GMT
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Probably not a proof, but I also found the Virtuoso being the best match for the top end $100 spot. In June 1951 it has been the only available mens Curvex being available for $100. Before there was the "Curvex 100".
If there had been a matching ladies model for §100 accompanying it, it must have been the Curvex Figurine.
$49.75: Curvex Portrait and Curvex Symphony
$59.50: Cuvex Prelude and Curvex Serenade
?$65?: Curvex Allegro, Lieutnant, Baron or Lord and Curvex Splendor or Patroness
?$71.50?: Curvex Lincoln, Artist, Belmont, Casino or Lowell and Curvex Corinth, Sublime, Phyllis, Prestige, Wand or Christine
$100: Cuvex Virtuoso amd Curvex Figurine
The for me most likely ones are underlined.

Subject: Re: Curvex Box “Gray Egg” 1950 and later
Posted by Ephemerald on Thu, 20 Aug 2020 22:51:52 GMT
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That's cool Bernd, you're welcome!
There are full page ads for this series in Saturday Evening Post, Colliers, and Look magazines. I do not have any. But that's where they are. I did quite a bit of digging on my Virtuoso.

Have you heard of the "Personality" series?

Subject: Re: Curvex Box “Gray Egg” 1950 and later
Posted by Barney Green on Fri, 21 Aug 2020 13:19:09 GMT
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Hi Matt,

no, I did not hear about that series yet. When has it been promoted?

I checked the "Saturday Evening Post" but have not been able to locate an ad showing the Masterpiece series. Collier's and Look are not available online as far as I know. But you seem to have a good source?

Barney

Subject: Re: Curvex Box “Gray Egg” 1950 and later
Posted by Ephemerald on Fri, 21 Aug 2020 18:10:49 GMT
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This is in direct reference to the "Masterpiece" series:.

"Full page advertisements in Colliers, Look, and the Saturday Evening Post plus television spots will give extra sales support to this new series" Jeweler's Circular P.322 V120 Jul-Sep 1950.

The "Personality" series ran during the same time as "Masterpiece" series in December 1950 throughout 1951.
"Masterpiece" series continued to at least 1953.
I don't know how long "Personality" went on for.

Same volume as above:

File Attachments

1) mdp.39015079990811-seq_247 (1).jpg, downloaded 2984 times

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PLUS A HIGH-POWERED CAMPAIGN IN LEADING MAGAZINES. Glamorous full-page

Subject: Re: Curvex Box “Gray Egg” 1950 and later
Posted by Ephemerald on Fri, 21 Aug 2020 22:40:06 GMT
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Hi Bernd, I was able to find source references for both Masterpiece and Personality Series.

You can find a Masterpiece ad: Colliers, P. 11. Volume 126. 1950.(virtuoso)

You can find a Personality ad: Sat Evening Post, P.97 Volume 223, Part 2 Sept 1950.
(Personality series based on famous....personalities)

I did find this in the locals: Dec 11 1950.

File Attachments

1) img (16).jpeg, downloaded 2905 times



GRUEN "PERSONALITY"

17 JEWELS

71.50 3.50 DOWN
1.50 WEEKLY

For Her—Gruen "Seville" with 17 Jewel

Subject: Re: Curvex Box “Gray Egg” 1950 and later
Posted by Barney Green on Sat, 22 Aug 2020 10:52:21 GMT
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Yes this Collier's issue was suspected, but I could not locate it.
And the Personality series: must have overlooked this ad. Yes, I have it...