
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 3/4"), 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-curve-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&goto=12119&#msg_12119

File Attachments

1) [Gruen-Curvex-Box_egg_001_1366.jpg](#), downloaded 1145 times



2) [Gruen-Curvex-Box_egg_002_1366.jpg](#), downloaded 1128 times



3) [Gruen-Curvex-Box_egg_005_1366.jpg](#), downloaded 1138 times

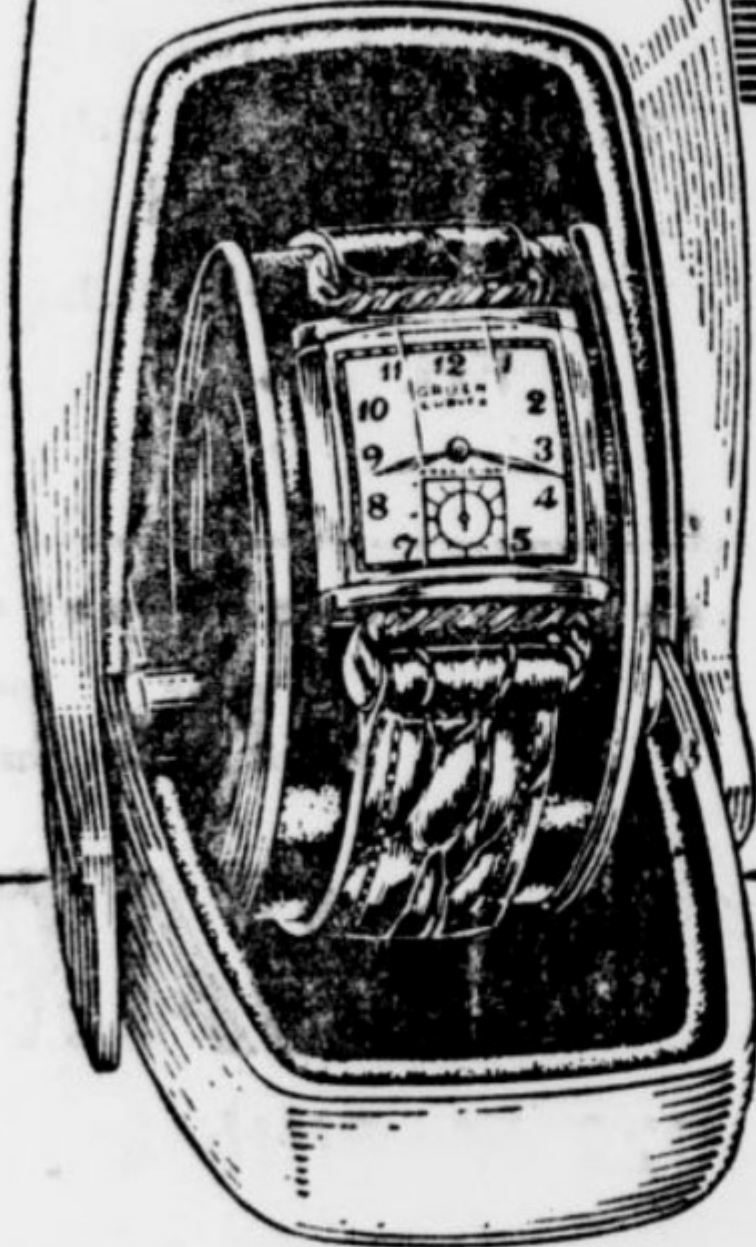


4) [Gruen-Curvex-Box_egg_0066_1366.jpg](#), downloaded 1085 times



5) [The Ohio daily-express_13Oct1950_Curvex-Box_Detail_1366.jpg](#), downloaded 1179 times

GRUEN CURVEX



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

Cu

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

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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 1025 times

New Styling in Gruen 'Masterpiece Series'

Ten wrist-curved watches, priced from \$49.75 to \$100, form the new "Masterpiece" series recently introduced by the Gruen Watch Co., Time Hill, Cincinnati, Ohio. They are distinguished by specially designed crystals and unusual case designs.



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-curvev-solid-gold-masterpiece-virtuoso-extremely-rare>

Subject: Re: Curvev 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 Curvev being available for \$100. Before there was the "Curvev 100".

If there had been a matching ladies model for \$100 accompanying it, it must have been the Curvev Figurine.

\$49.75: Curvev Portrait and Curvev Symphony

\$59.50: Curvev Prelude and Curvev Serenade

?\$65?: Curvev Allegro, Lieutenant, Baron or Lord and Curvev Splendor or Patroness

?\$71.50?: Curvev Lincoln, Artist, Belmont, Casino or Lowell and Curvev Corinth, Sublime, Phyllis, Prestige, Wand or Christine

\$100: Curvev Virtuoso and Curvev Figurine

The for me most likely ones are underlined.

Subject: Re: Curvev 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: Curvev 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 931 times

NETWORK TELEVISION INDUSTRY

leads up Gruen's power-packed p



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.

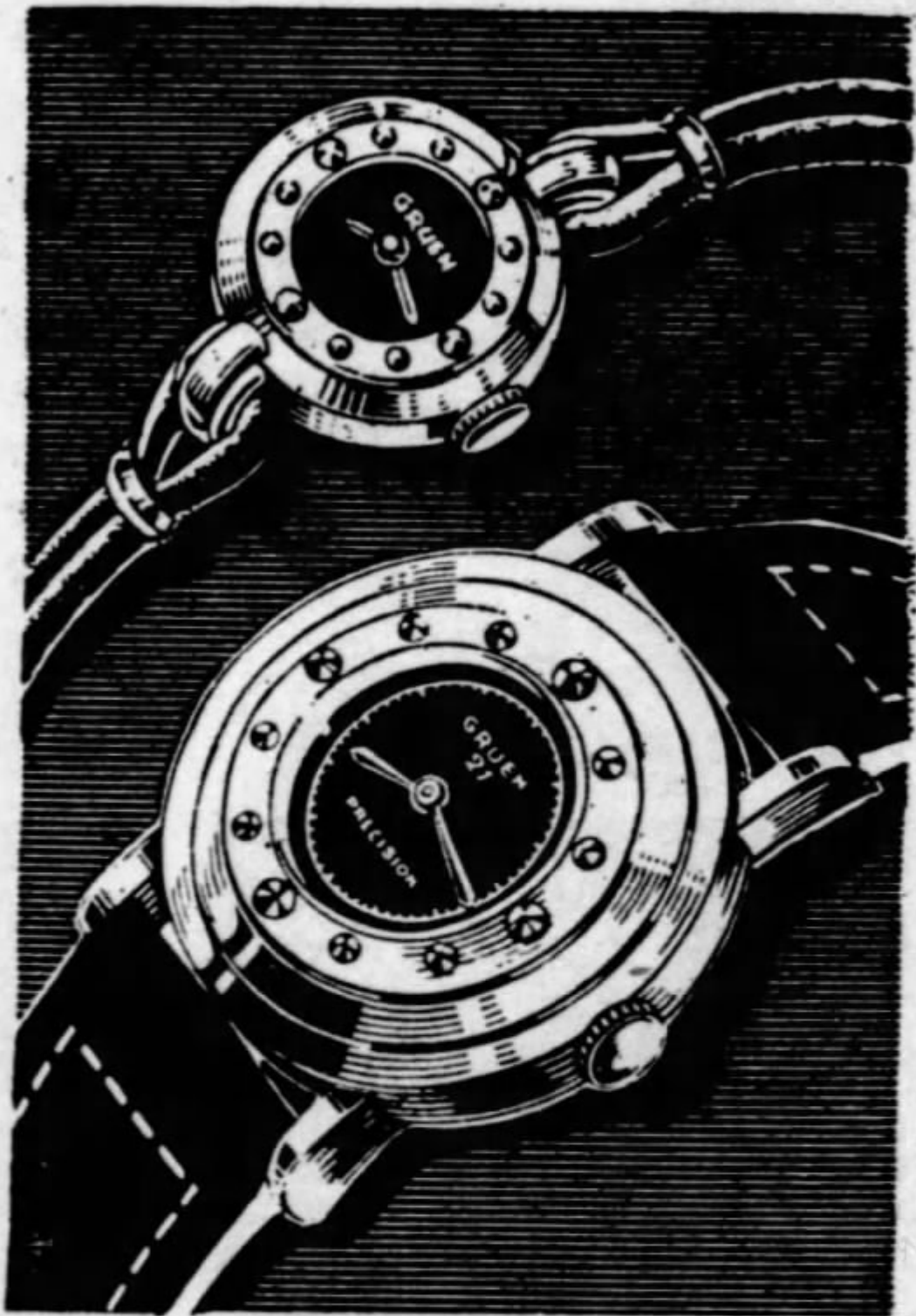
You can find a Masterpiece ad: Colliers, P. 11. Volume 126. 1950.(virtuoso)

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 917 times



GRUEN "PERSONALITY"
17 JEWELS

71⁵⁰

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...
