Subject: Victoria Box
Posted by Barney Green on Tue, 03 Mar 2020 13:46:57 GMT
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I was given not only this nice Victoria box but also little Vicky itself as a present by a very valued member of this forum. So a very big thank you to the generous guy who made me a big pleasure!!!

This box was used for the Victor and Victoria series which was introduced and heavily promoted in 1936 being the market opener for smaller watches after the baguette era for the ladies. The outside came in red and black velvet covering the wooden box. Just like the green box it has a polished metal rim at the opening. Gruen writing on the silk like inner cover comes in a modified font, also the crest has been modified over the slightly older green box. Not known if there were other watches of that time coming in the same box.

Period : 1936 - 1938
Watch type : Victor & Victoria with its variants
Size : L=7cm W=12.2cm Hfront=3.1cm Hback=5cm
Inventor : unknown
Patents : unknown

Box maker : unknown

Front view closed:

Front and side view closed:

Back side with hinge:

Inside frontal view:

Inside from an angle:

I can add a picture of the accompanying guarantee certificate and a promotional pamphlet of the series showing the box in a second post if there is a wish for it.

Barney

File Attachments

1) P1070510r.jpg, downloaded 3293 times



2) P1070512r.jpg, downloaded 3149 times



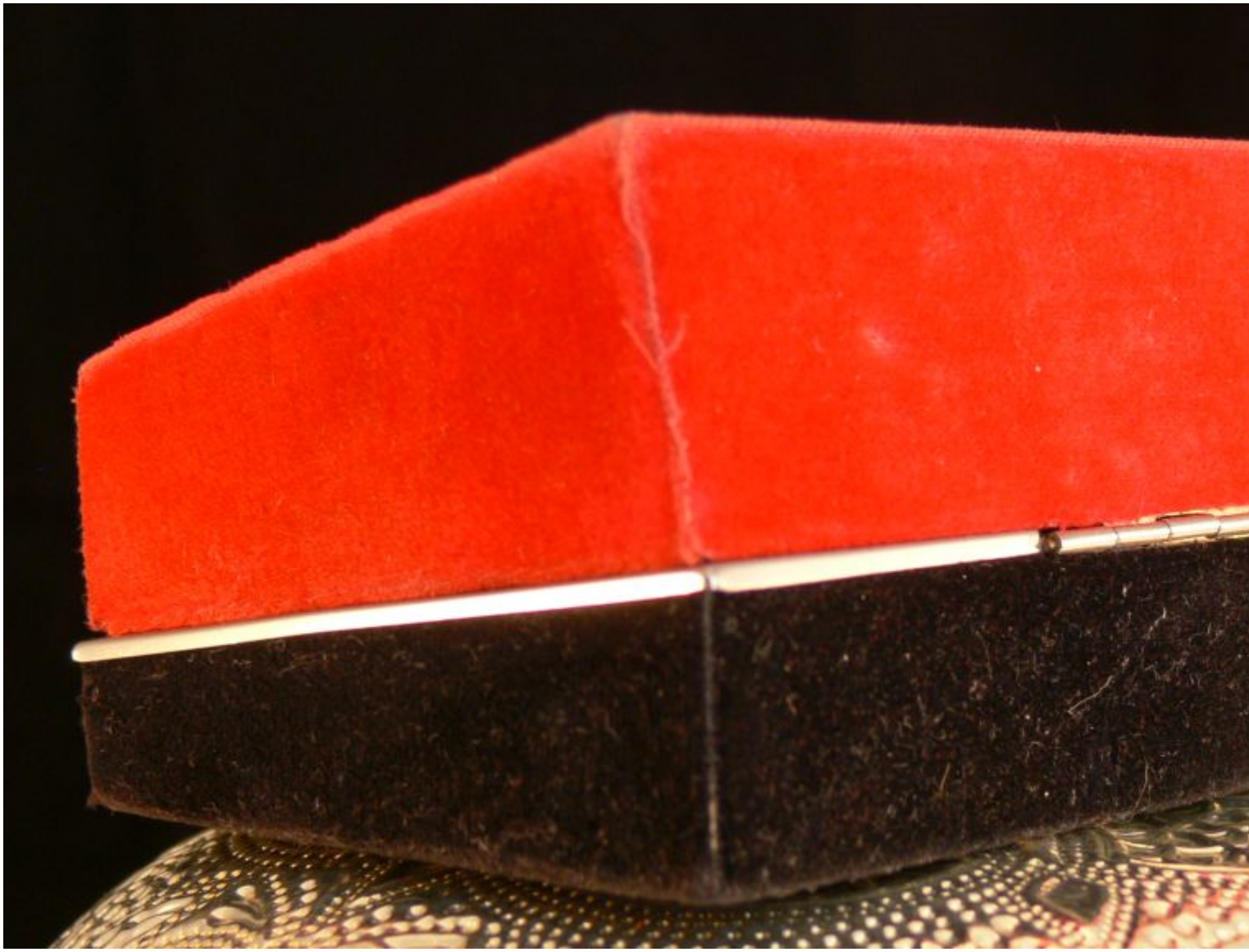
3) P1070513r.jpg, downloaded 3264 times



4) P1070516r.jpg, downloaded 3216 times



5) P1070518r.jpg, downloaded 3232 times



Subject: Re: Victoria Box
Posted by afire on Tue, 03 Mar 2020 16:39:20 GMT
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Of course we'll welcome more pictures of ephemera. Also, just for the sake of completeness, can you show us what the Victor model is?

Subject: Re: Victoria Box
Posted by Barney Green on Tue, 03 Mar 2020 18:15:37 GMT
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OK, accompanying papers first, it is a single sheet of paper, printed double sided:

Here comes the folder showing the box. As you can see the inside looks a bit different in this preseries, I think that the introductory folder was made with prototypes of the boxes.

Last but not least a group picture of all 6 Victor / Victoria models:

There is the slight possibility that the boxes were used for the succeeding Victor / Victoria couple of quite different looking watches with the same names which were introduced as successors in 1938.

File Attachments

1) Victoria001.jpg, downloaded 2757 times

Guaran

GRUEN

This Certifies that your

Watch, a product of fine c

ship, is perfect in original

ture, materials and adjustme

been given every exhaus

necessary before leaving o

2) Victoria002.jpg, downloaded 2803 times

How to Care
Your Fine G

You can always be proud of your
finest watch that the finest watchma
world know how to make. It is sturd
give accurate, dependable timekeepi
the years.

Naturally, you will give your Gru
and attention that a fine watch des
can help maintain its precision accu
lowing these few rules:

Wind your Gruen fully, *at the sam*
day, preferably when you arise in th

Prevent dust, lint, cosmetics an
from coming in contact with your w

Do not open the back and expose

3) GRUEN Watch Co Victor McLaglen Helen Haynes 1936 FOLDOUT ADVERTISING 23x191.jpg, downloaded 2744 times



4) GRUEN Watch Co Victor McLaglen Helen Haynes 1936 FOLDOUT ADVERTISING 23x196.jpg, downloaded 2838 times



Mat No. 33
2 columns by 9 inches





Mat No. 34
2 columns by 6 inches



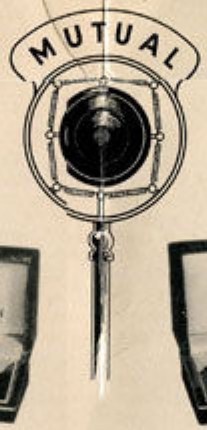
This brilliantly colorful new window display will tie up your store definitely with the powerful support given the new Gruen "Victor" and "Victoria" watches by those famous stars of the stage and screen, Helen Hayes and Victor McLaglen. It will make passers-by stop, look and enter your store.

The complete display consists of the distinctively designed centerpiece illustrated above, two side displays shown at left and right, and four display cards illustrated below—seven pieces in all.

Up-to-the-minute in timeliness RIGHT NOW, this attractive display will bring to your store the many customers produced by extensive national magazine, radio and publicity campaigns on the "Victor-Victoria" series of Gruen Watches.











The four display cards illustrated above and at the right are included in the complete display. Two cards tie up Victor McLaglen with the Gruen "Victor" watch—the other two cards feature Helen Hayes and the new Gruen "Victoria" watch. The attention-compelling scenes on the cards are from the movie "Professional Soldier" in which Mr. McLaglen is now starring and from the stage play "Victoria Regina" in which Miss Hayes is the dramatic star.

Millions of people will be told rep
"Victoria" watches in the broad
over the Mutual Broadcasting Sys
at 7:45 P.M. This popular program
will also link Victor McLaglen wit
Hayes with the new Gruen "Victo
be told *"See these beautiful new Gr*

The Beginning of the Gruen Hit Par

Not just new watches, but new STYLE LEADERS. Three new styles in the "Victor" series for men and three lovely watches in the "Victoria"

Tie up your store NOW with the
Victoria" series. Order an adequ

Subject: Re: Victoria Box
Posted by afire on Wed, 04 Mar 2020 05:18:40 GMT
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That confirms one thing I've always kind of wondered about - whether these ostensibly ladies style boxes ever held men's watches. It makes sense that at least mens watches with metal bracelets would not have been packaged in the usual long flat boxes.