Subject: Ladies Watch Box
Posted by Ephemerald on Tue, 04 Aug 2020 05:19:24 GMT
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Description. Grey ladies display case.

Period :Early 1950's
Watch type :Veri-Thins. Curvex
Size: (D 8,5cm, H 3,75 cm, W 11 cm (front) W 9cm (back)) (added by admin)
Inventor: Blod & Blumenfeld (Assigned to Gruen Watch Co)
Patents: 166295.(Filed Sept 21 1950. Patent April 1 1952.)

Box maker : designed by E.C.B. Co. Buffalo, N Y., molded by Rathbun, icensed from "Beetle" A.C.C.

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File Attachments

1) 20200803_184908.jpg, downloaded 3617 times



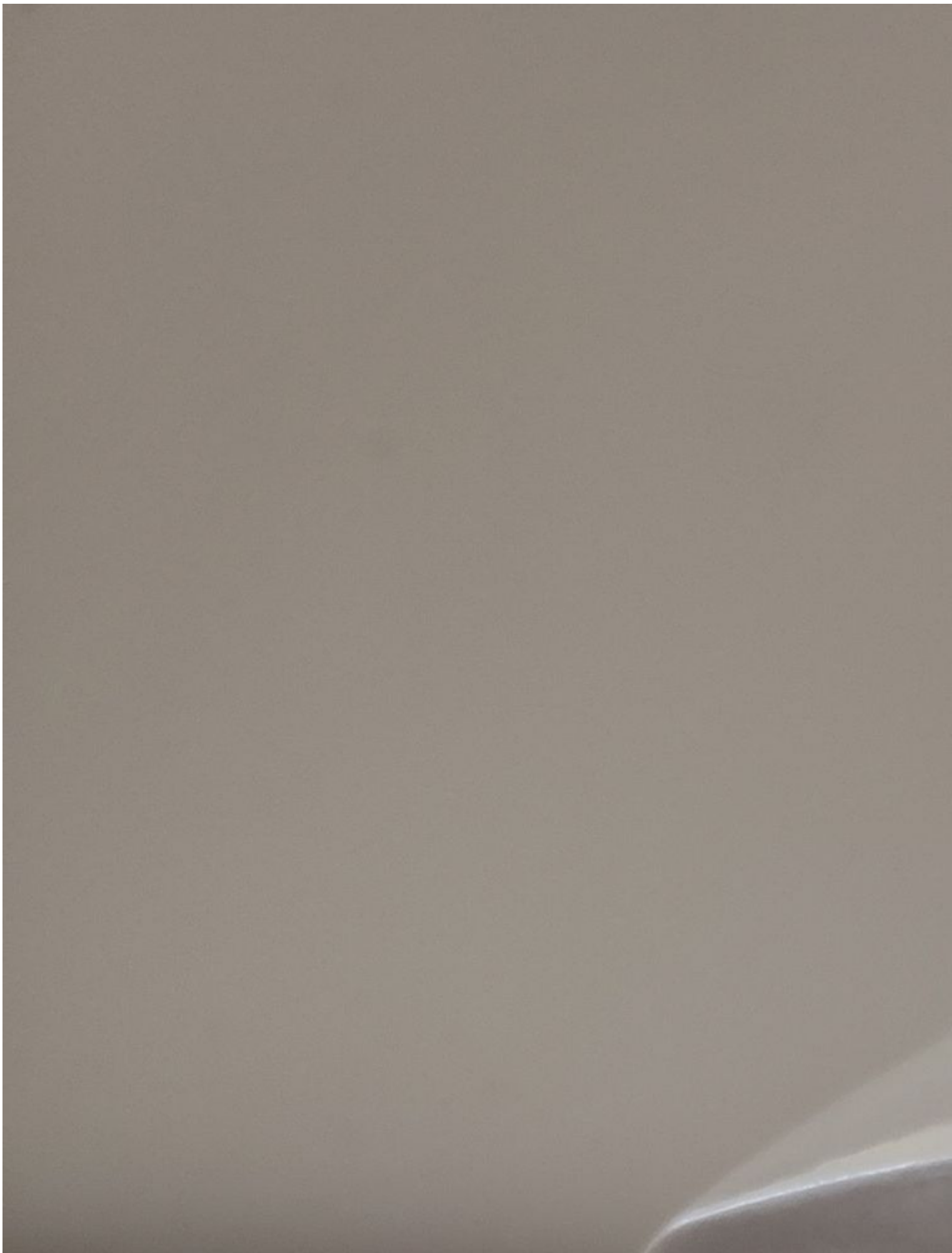
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3) 20200803_181844.jpg, downloaded 3631 times



4) 20200803_181855.jpg, downloaded 3527 times



5) 20200803_182240.jpg, downloaded 3489 times


THE

Subject: Re: Early 1950's Ladies Display Box
Posted by Ephemerald on Tue, 04 Aug 2020 05:21:33 GMT
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1) 20200803_184817.jpg, downloaded 3303 times

April 1, 1952 F. E. BLOD ET AL Des.

WATCH BOX

Filed Sept. 21, 1950

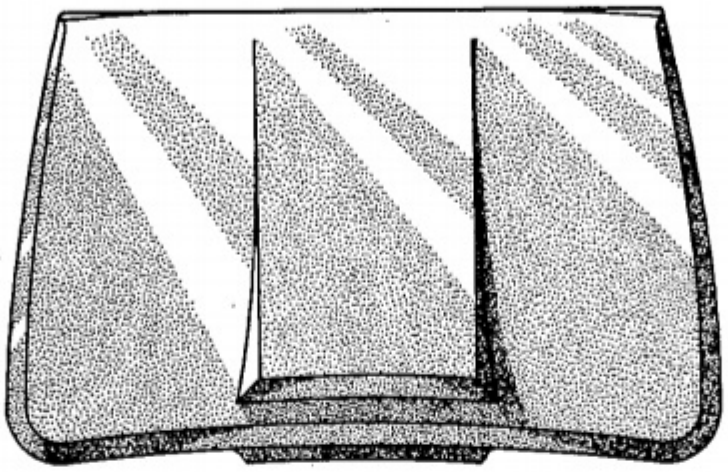


Fig. 1

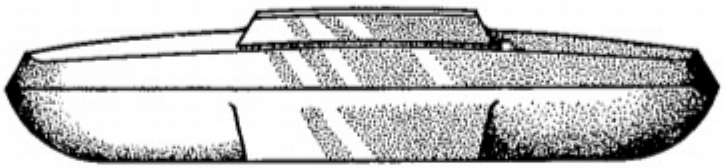


Fig. 2

2) 20200803_231214.jpg, downloaded 3236 times

Patented Apr. 1, 1952

Des

UNITED STATES PATENT OFF

166,295

WATCH BOX

Francis E. Blod, Tuckahoe, N. Y., and Alfred M. Blumenfeld, Hackensack, N. J., assignors to The Gruen Watch Company, Cincinnati, Ohio, a corporation of Ohio

Application September 21, 1950, Serial No. 12,281

Term of patent 14 years

(Cl. D80—5)

To all whom it may concern:

Be it known that we, Francis E. Blod and Alfred M. Blumenfeld, both citizens of the United States and residing at Westchester County at Tuckahoe, New York and Bergen County at Hackensack, New Jersey, respectively, have invented a new, original, and ornamental Design for a Watch Box, of which the following is a specification, reference being had to the accompanying drawing, forming a part thereof.

Figure 1 is a top plan view of a watch box showing our new design.

Figure 2 is a front elevational view thereof.

Figure 3 is an end elevational view thereof.

We claim:

REFERENCES CITE

The following references are o file of this patent:

UNITED STATES PAT

Number	Name
D. 137,807	Dugdale
D. 155,874	Chipman, Jr.

OTHER REFERENC

Publication NJ (National J 1949, page 85, Dennison Manufac vertisement.

Subject: Re: Early 1950's Ladies Display Box
Posted by Gary on Tue, 04 Aug 2020 14:07:45 GMT
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Neat looking box Matt! Has the looks of a futuristic flying space object.

The 14 year patent, interesting that they chose that number.

Subject: Re: Early 1950's Ladies Display Box
Posted by Case on Tue, 04 Aug 2020 14:32:50 GMT
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If I had a dime for every time I've seen a 1920-1940s watch in one of these, I could buy a platinum Quadron. Or at least a cup of coffee to make up for staying up til 2 reviewing Gruen docs! :lol:

Subject: Re: Early 1950's Ladies Display Box
Posted by DRGM on Wed, 05 Aug 2020 05:49:33 GMT
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Ephemerald wrote on Tue, 04 August 2020 05:19Box maker : E.C.B. Co. Cincinnati, Ohio.
Not quite. The Maker of the box was the Electric City Box Co., Inc. from Buffalo, N.Y. (took me a while to find out what the abbreviation E.C.B. stands for).
The same type of box was also made for the Curvex - see the Curvex Chandler here:

http://vintagegruen.org/vgforum/index.php?t=msg&th=402&a mp;a mp;start=0&

Regards

Martin

Subject: Re: Early 1950's Ladies Display Box
Posted by Ephemerald on Wed, 19 Aug 2020 20:40:07 GMT
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Hi Martin.

Thank you for the reply. I edited it to reflect the proper city, Buffalo, NY. I appreciate your research. And for the point in the right direction. You may know this following info but if not, here you go.

I now believe E.C.B. Co. to be a another contender for *early* Gruen watch box supplier, and

possibly supplied Gruen throughout it's tenure. Not just the later 40s, 50's marked boxes they are known for. Following circumstantial:
I saw that E.C.B. Co founder Gustave J. Weil and his son, Lawrence M. Weil were in trade meetings in the 1920s with Fred Gruen according to Jeweler's Circular . I know!...Fred got around, though.....I recently clipped a blurb that say Fred crossed the Atlantic EIGHTY SIX times for business on a passenger ship throughout his career.
E.C.B produced all kinds of watch and jewelry boxes, leather, paper, wood, & later plastic...and producing as early 1898.
Here is some from 1906 version letterhead.

After Broadway they expanded to 795 Woodlawn Avenue. The building was demolished in 2017, empty lot to this day.

.

I saw recently where Gruen claims to be the first watchmaker to sell watches in boxes ready to go, haha.
That could be a Gruen alternate history but....

I found documentation of E.C.B. Co producing exclusive Gruen watch box patents in 1936.

That is fact.

Apologies for all typos initially.

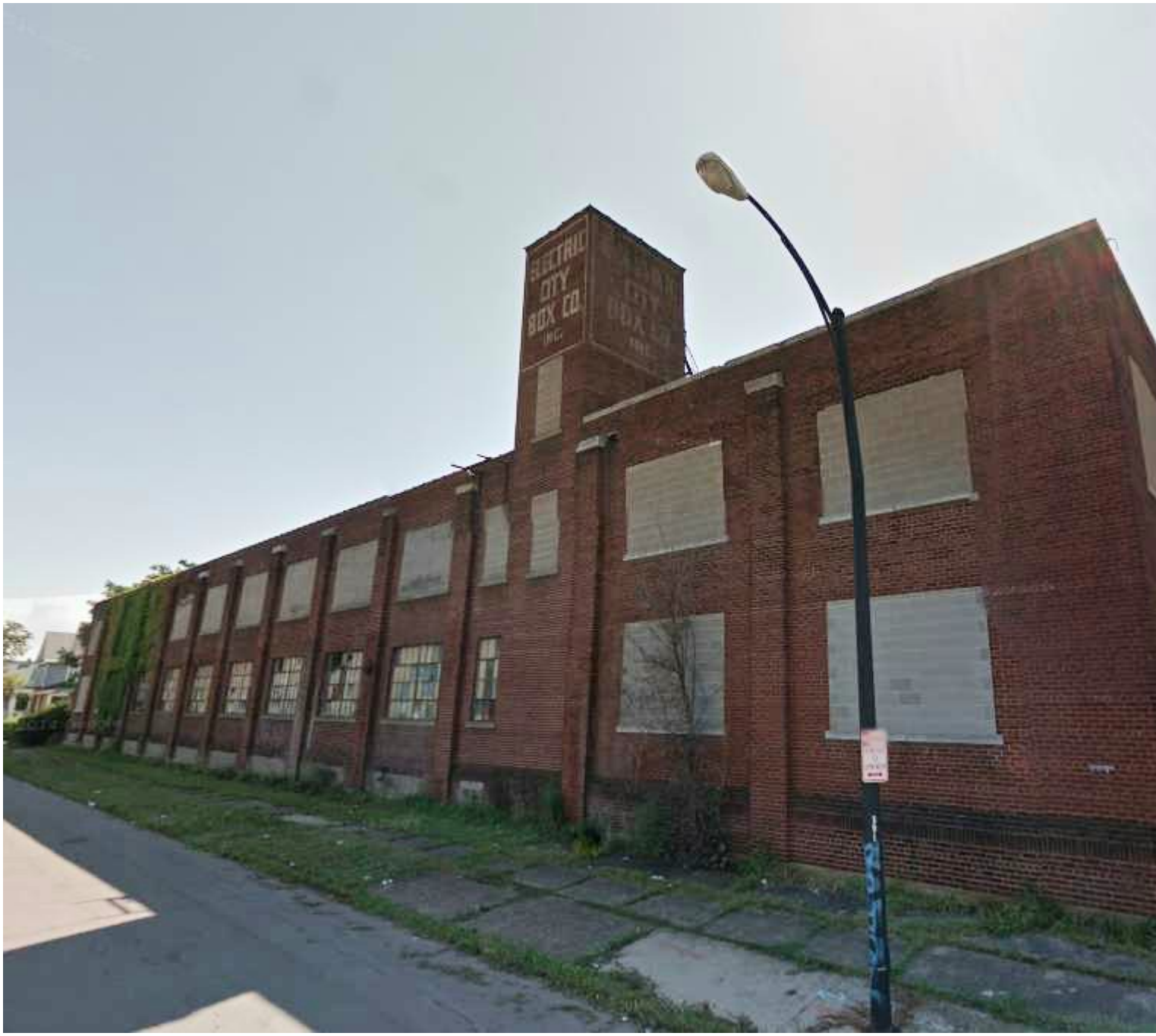
Thanks! mat

File Attachments

1) ECB.jpg, downloaded 3174 times



2) 795WoodlawnAveBuffaloNY.jpg, downloaded 3173 times



Subject: Re: Early 1950's Ladies Display Box
Posted by Ephemerald on Wed, 03 Feb 2021 20:10:55 GMT
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You gotta love it when something pops up that makes you question everything you thought you knew. :lol:

File Attachments

1) img (11).jpeg, downloaded 2997 times



Subject: Re: Early 1950's Ladies Display Box
Posted by Case on Thu, 04 Feb 2021 14:01:32 GMT
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You've sparked my interest! What's got you flummoxed?

Subject: Re: Early 1950's Ladies Display Box
Posted by Ephemerald on Thu, 04 Feb 2021 15:40:32 GMT
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I have multiple images of this watch box and all of them show ladies watches in them, this is the first time ive seen a gents watch in this type of display box.

Subject: Re: Early 1950's Ladies Display Box
Posted by Jenneke on Thu, 04 Feb 2021 16:58:19 GMT
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Subject: Re: Early 1950's Ladies Display Box
Posted by Ephemerald on Thu, 04 Feb 2021 18:30:57 GMT
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Cool! Yes I've seen a lot of men's watches in that box on ebay but never actually thought any belonged. Still, most are mismatched but this looks like this watch could possibly go with that box. I'm specifically talking about images for this box from the 1950's showing it as men's.
Ok need more confirmation so the search is on for a more concrete vintage image.

Subject: Re: Early 1950's Ladies Display Box
Posted by Jenneke on Thu, 04 Feb 2021 19:43:27 GMT
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I also believe that that watch belongs to the box. 21 jewel watch in 21 jewel box. Correct period imo. And... your advertisement. Clearly the same Gruen font style. Never noticed a ladies watch in a box with that lid.

A thought, maybe there are more adds with ladies watches in a box than mens. The box matters less for the male population? My bet, a lot of them are unisex, or almost the same (color difference).

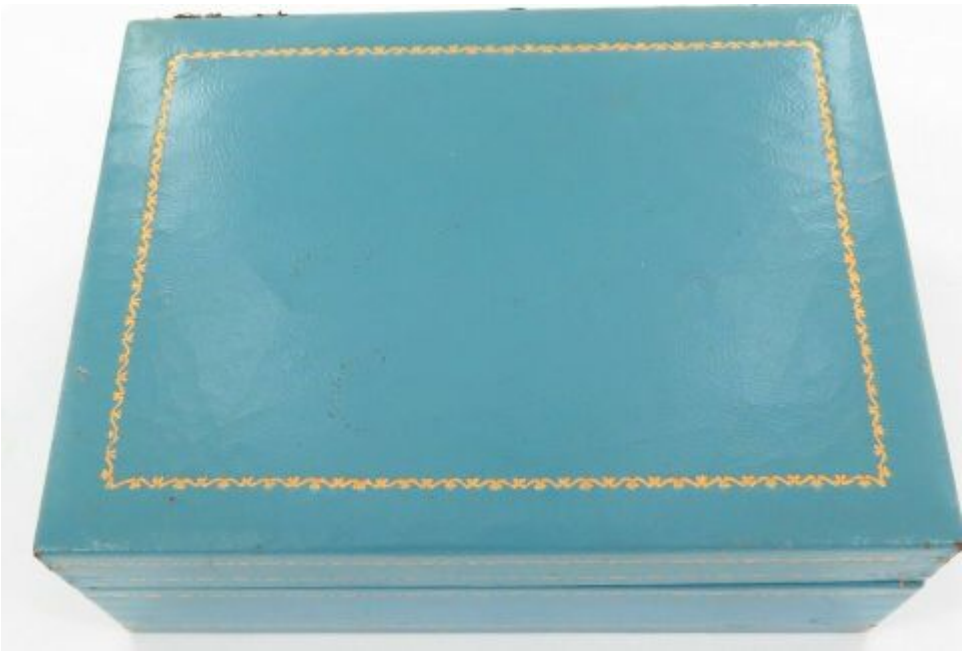
Subject: Re: Early 1950's Ladies Display Box
Posted by Ephemerald on Fri, 05 Feb 2021 20:19:22 GMT
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Hi Jenneke, curious as to your thoughts, do you think that this box is ladies or gents?
I always thought it was for a ladies watch bc Gruen used this colour on other ladies boxes...

It is an exact match to my exclusive creation box except in colour.

File Attachments

1) s-l1600-980__20386.1574212083 (1).jpg, downloaded 3052 times



2) s-l1600-977__06135.1574213569 (1) (1).jpg, downloaded 3044 times



Subject: Re: Early 1950's Ladies Display Box

Posted by Jenneke on Fri, 05 Feb 2021 21:41:12 GMT
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In the 20s pink was a masculine color.
This blue is in my eyes unisex. For the red one I would say the same. But in those days... dont know.

I have a dark blue (male) one (2013 contest entry, message number 1942) which has a baby blue sister (female).

Subject: Re: Early 1950's Ladies Display Box
Posted by Ephemerald on Fri, 22 Oct 2021 23:58:13 GMT
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Update for this box documenting the outer box, maker & molder, and types of watches, "Veri-Thins and Curvex". Booklet copyright 1953.
Note ad: "more than 60% of Gruen watches sold are packaged in Beetle urea plastic" also shows ladies watch in cursive font box.

File Attachments
1) 20211002_000650.jpg, downloaded 2869 times



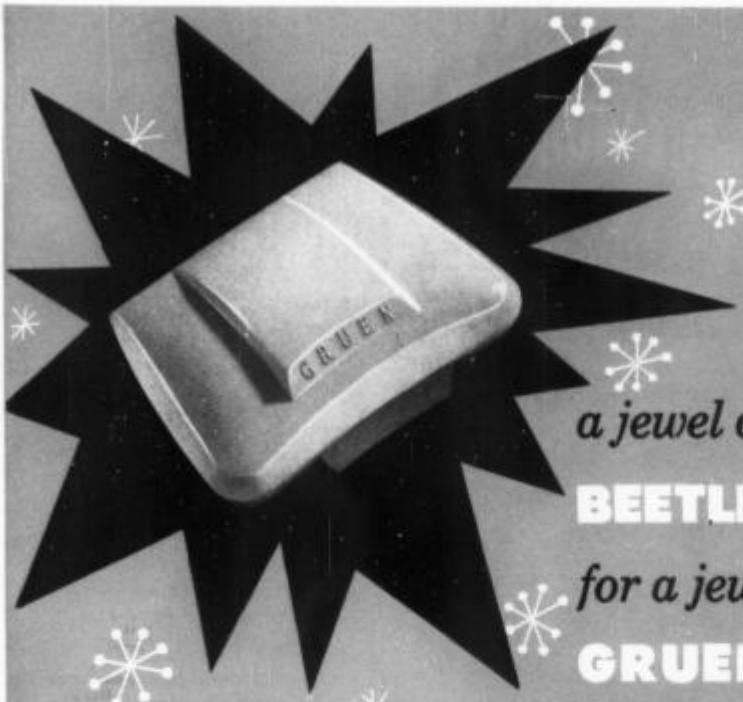
2) 20211022_174804.jpg, downloaded 2893 times



3) 20211002_000740.jpg, downloaded 2946 times



4) June1953SMP.jpg, downloaded 2884 times



a jewel of a box –

BEETLE® PLASTIC

for a jewel of a watch

GRUEN

Cradled in uniquely handsome boxes of BEETLE Plastic, Gruen "Veri-Thin" and "Curvex" series of fine watches are *extra attractive . . . extra safe.*

BEETLE's rich-looking, hard-to-scratch finish and permanent color enhance the distinctive design...supply *extra sales appeal.* And on display counters, these BEETLE boxes won't readily attract dust...will stay clean longer to attract *extra customers.*

Thermosetting BEETLE affords protection, too. Unusually strong for its light weight, an important consideration in shipping, this fine-quality plastic is hard and stable ...stays that way through changing temperatures and passing years.

The Gruen Watch Company, like many other makers of fine products, found that BEETLE is priced right, molds easily and economically, resists staining, *and can be had in any color.*

So consider BEETLE for packaging... housings, closures, boxes, bases...both beautiful *and* practical.



Beautiful and practical, BEETLE boxes were molded for The Gruen Watch Company by Rathbun Molding Corporation, Salamanca, New York. More than 60% of Gruen watches sold are packaged in BEETLE urea plastic boxes.

AMERICAN Cyanamid COMPANY

PLASTICS DEPARTMENT

32C Rockefeller Plaza, New York 20, N. Y.

In Canada: North American Cyanamid Limited, Royal Bank Building, Toronto, Ontario, Canada

Subject: Re: Early 1950's Ladies Display Box
Posted by Jenneke on Sat, 23 Oct 2021 21:21:20 GMT
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Wowie, good find! Seems to be a big company (also producing antibiotics).

More info on the production of this beetle plastic:
https://archive.org/details/BeetleMoldingMaterials/mode/2up

Great looking silver outer box too.

Subject: Re: Early 1950's Ladies Display Box
Posted by Jenneke on Thu, 18 Dec 2025 20:37:47 GMT
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Picture showing the blue velvet a bit better.

File Attachments

1) IMG_7899.jpeg, downloaded 1358 times


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