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Subject: Gruen Exclusive Creation Box  
Posted by [Ephemerald](#) on Fri, 11 Sep 2020 06:01:35 GMT  
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Description; Red padded leather, red velvet insert.

Period : 1950 to 1953  
Watch type : Men's Royalty Series  
Size : TBD  
Inventor : Unknown  
Patents : Unknown

Box maker : Unknown.

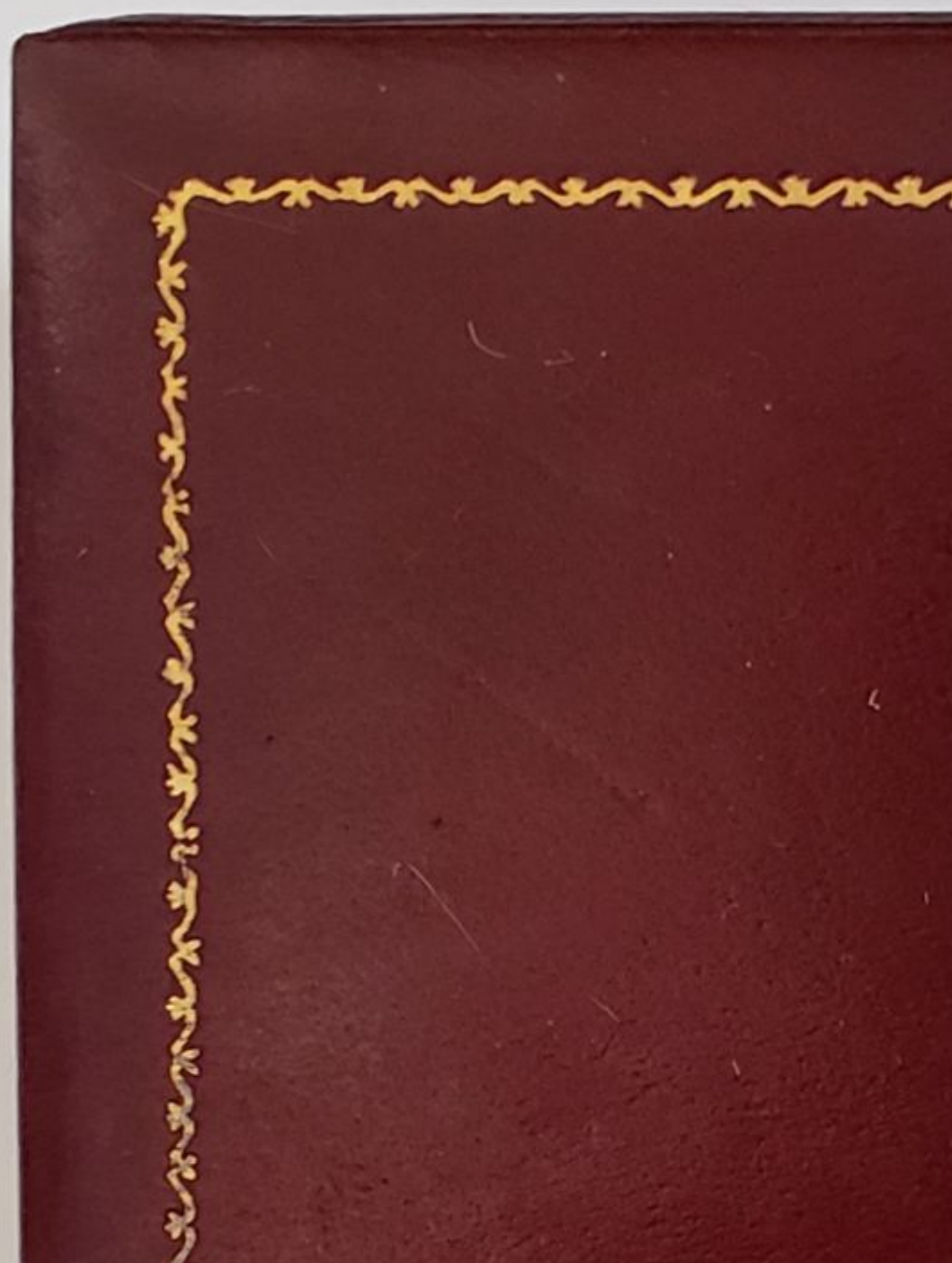
Note similar Gruen font and header font in this ad from November 1947.

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### File Attachments

1) [20200910\\_232301.jpg](#), downloaded 988 times



2) [20200910\\_232330.jpg](#), downloaded 997 times



3) [20200910\\_232351.jpg](#), downloaded 1011 times



EXCI

4) [Nov47a.jpg](#), downloaded 1013 times



first showing...

# Jewelers' Showpieces

by

# GRUEN CURVEX\*

Never were fine watches so proudly shown, never so proudly worn! These exciting new styles are so beautiful we call them Jewelers' Show Pieces! The Gruen of your choice will be dramatically new this season. So original in design it will stay new through the years. Each is a famous Gruen Curvex,\* the world's first true wrist watch...with patented movement curved both top and bottom to fit the wristform case. Yes, here is the most precious gift of all—for yourself, or a specially-loved one. Only Gruen makes the Curvex and only Gruen jewelers sell them. Gruen is the official timepiece of Pan American World Airways. Gruen Curvex watches are priced from \$49.75. Other styles \$33.75 to \$4000, federal tax included.

For Cherished Gifts Consult Your Jeweler

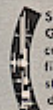
U.S. PAT. REG. OFF.



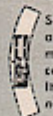
\$49.75

Curvex Campus

#### see the difference



See how the patented Gruen Curvex Movement curves top and bottom to fill the case with larger, sturdier, therefore more dependable parts. Inside—Curvex is all watch!



See the wasted space in an ordinary watch. Flat movement in curved case has smaller parts. It's a curved case, not a curved watch!



Curvex Captain, \$59.50



Curvex Peeres, \$49.75



5) [Nov47.jpg](#), downloaded 1018 times



Curvex "One Hundred," \$100



Curvex Director, diamond dial, \$250



Curvex Constellation, \$125



Curvex Camargo, \$71.50



Curvex Petite, \$67.50



Curvex Riviera, \$100

*Graven*  
the Precision watch

Subject: Re: Gruen Exclusive Creation Box  
Posted by [Ephemerald](#) on Thu, 17 Sep 2020 01:00:52 GMT  
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Been trying to track down a bit more tangible date for this box.

These straps also carry that cursive

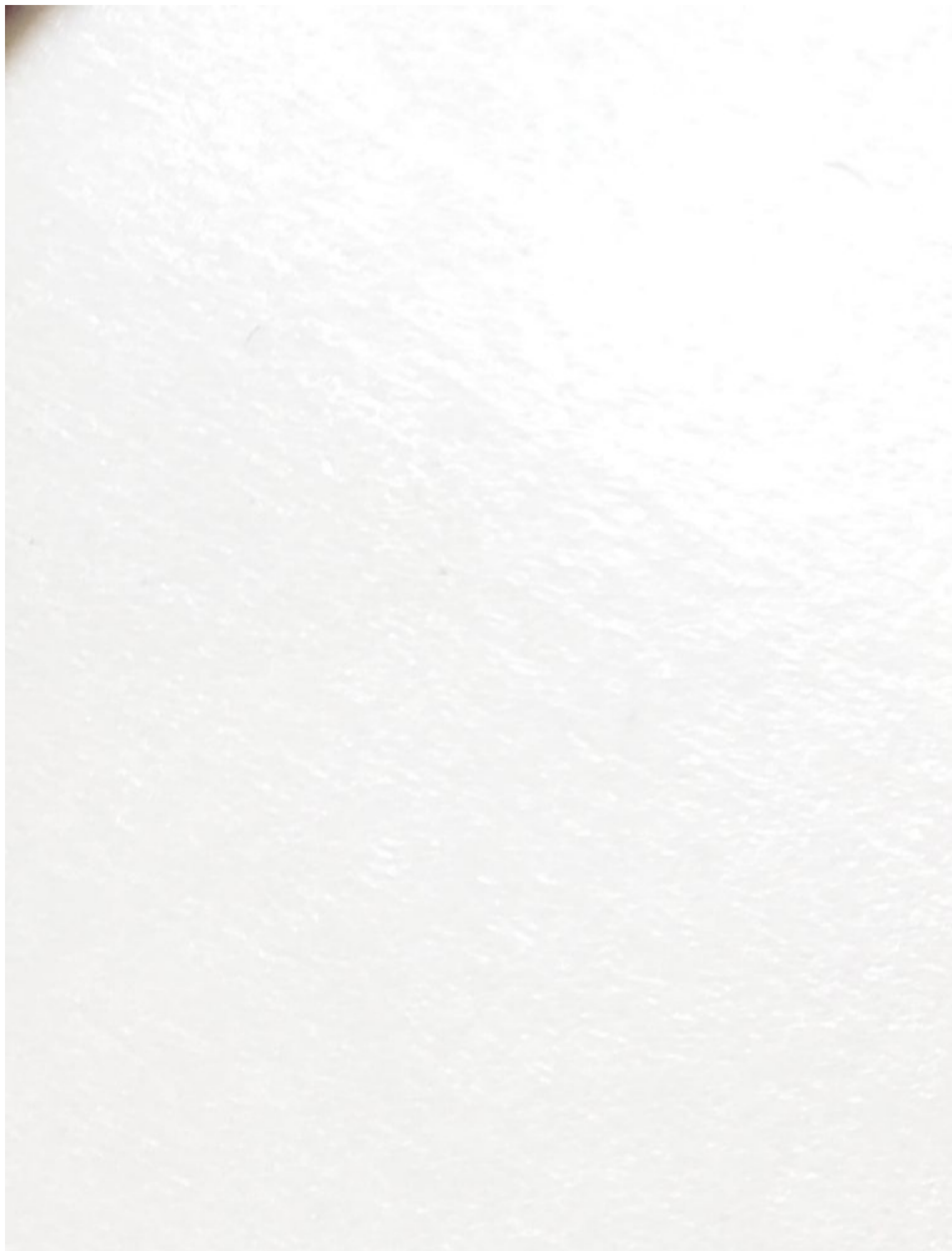
These straps are on watches I date from 1950 (Portrait, Alligator strap) and 1951 (Virtuoso) and are original to the watches.

So it may be this box will migrate to the 50s eventually.

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### File Attachments

1) [20200916\\_185055.jpg](#), downloaded 827 times





Subject: Re: Gruen Exclusive Creation Box  
Posted by [Ephemerald](#) on Tue, 18 Oct 2022 16:45:36 GMT  
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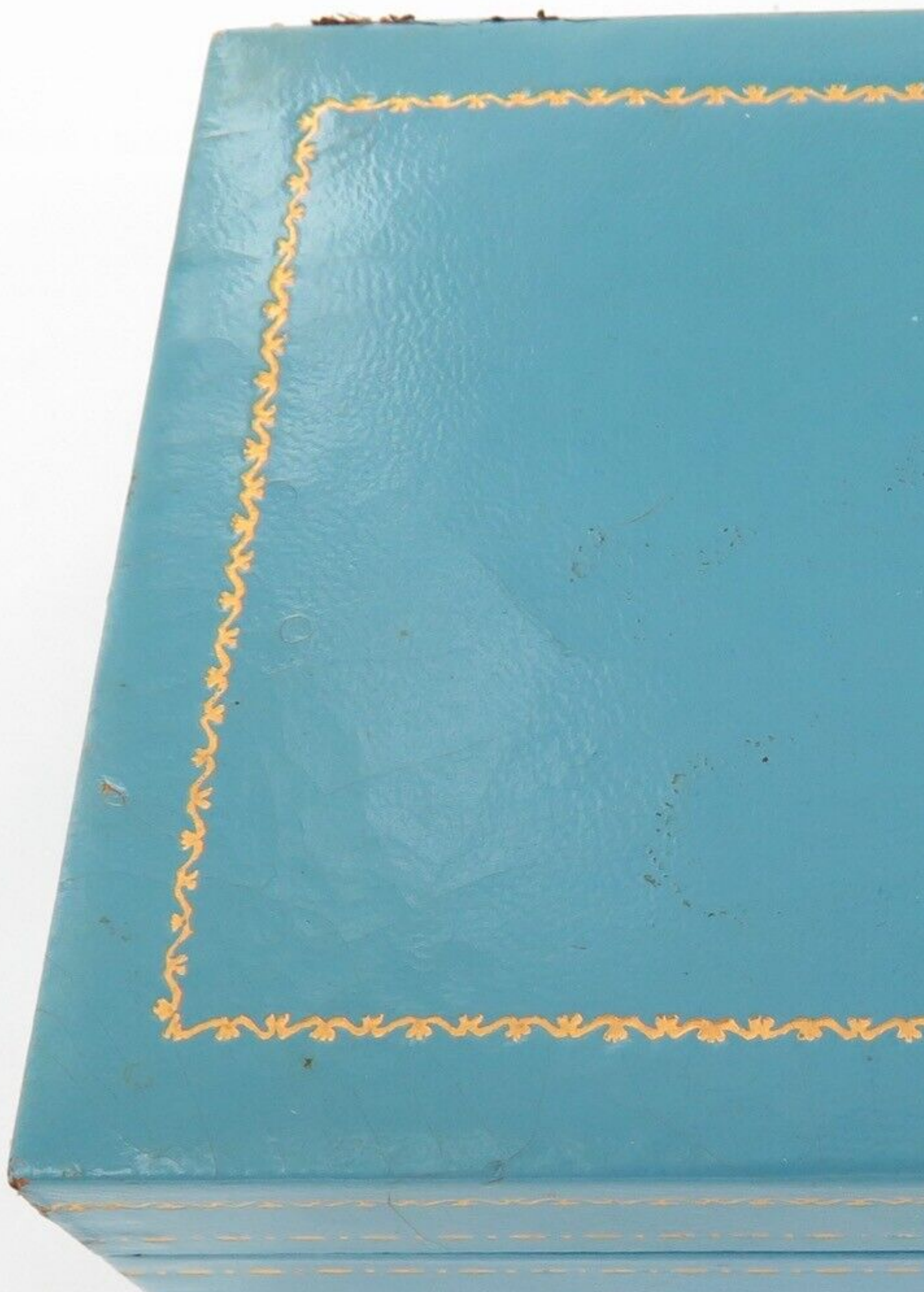
Confirmed blue is ladies version.

I envision that there was likely a men's display of same nature.

#### File Attachments

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1) [s-11600 - 2022-10-18T104054.398.jpg](#), downloaded 754 times



2) [s-11600 - 2022-10-18T104112.184.jpg](#), downloaded 711 times



*Gruen*

EXCLUSIVE CREATIO



3) [LadiesRoyaltySeries.jpg](#), downloaded 758 times



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Subject: Re: Gruen Exclusive Creation Box  
Posted by [Jenneke](#) on Tue, 18 Oct 2022 19:59:08 GMT  
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That is a nice display for diamond watches!