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 607 times



2) 20200910_232330.jpg, downloaded 599 times



3) 20200910_232351.jpg, downloaded 609 times


EXCI

4) Nov47a.jpg, downloaded 612 times

first showing...

Jewelers' Showpieces

by

GRUEN CURVEX*

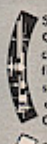
Never were fine watches so proudly shown, never so proudly worn! These exciting new styles are so beautiful we call them Jewelers' Show Pieces! The Gruen of your choice will be dramatically new this season. So original in design it will stay new through the years. Each is a famous Gruen Curvex,* the 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

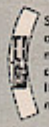


Curvex Campus

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 Peeress, $49.75



Curvex Captain, $59.50

*T. M. REG. U.S. PAT. OFF.

5) Nov47.jpg, downloaded 602 times



Curvex "One Hundred," $100



Curvex Director, diamond dial, $250



Curvex Constellation, $125



Curvex Camargo, $71.50



Curvex Petite, $67.50

Curvex Riviera, $100



Gruen

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.

File Attachments

1) 20200916_185055.jpg, downloaded 446 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

1) s-l1600 - 2022-10-18T104054.398.jpg, downloaded 362 times



2) s-l1600 - 2022-10-18T104112.184.jpg, downloaded 328 times


Gruen
EXCLUSIVE CREATIO

3) LadiesRoyaltySeries.jpg, downloaded 370 times



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!
