Subject: Gruen article on watch boxes. May 1931.
Posted by Ephemerald on Wed, 15 Sep 2021 17:16:28 GMT
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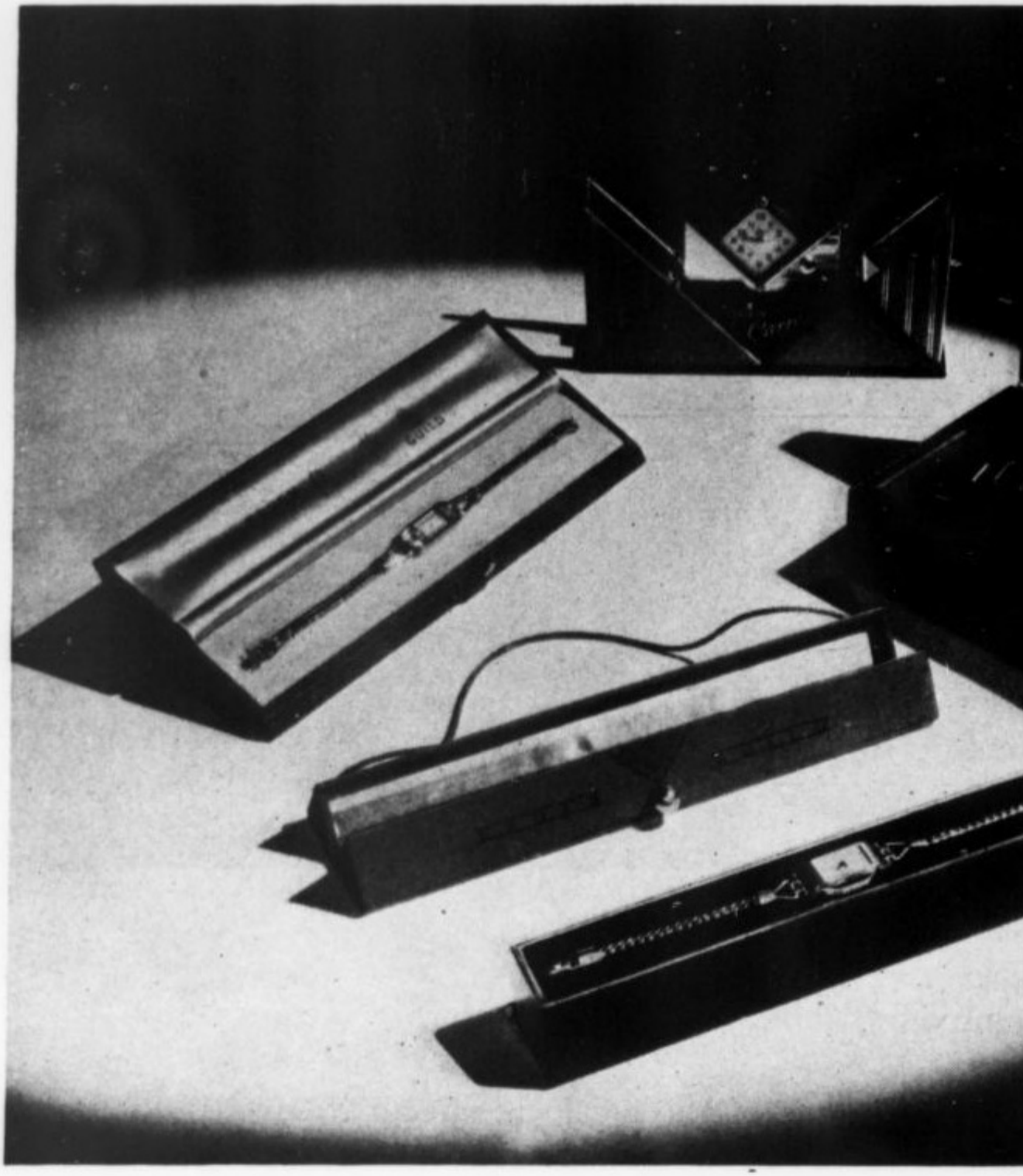
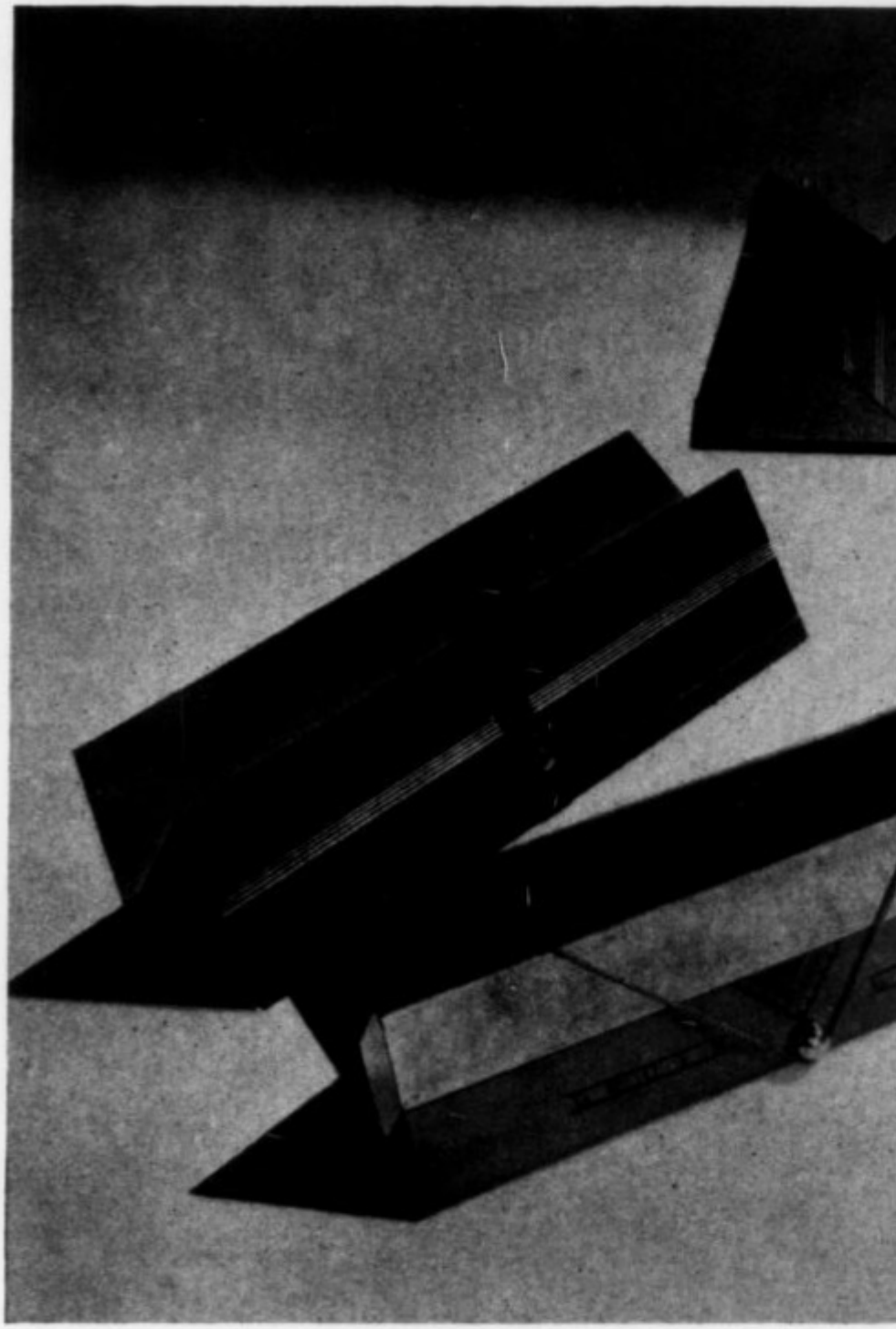
Article on Gruen boxes that gives insight into relationship w Star Case Co & ID's Star as maker of one type of Baguette box, a Carré box, and cedar lined Quad box.

File Attachments

1) May1931a.jpg, downloaded 3121 times

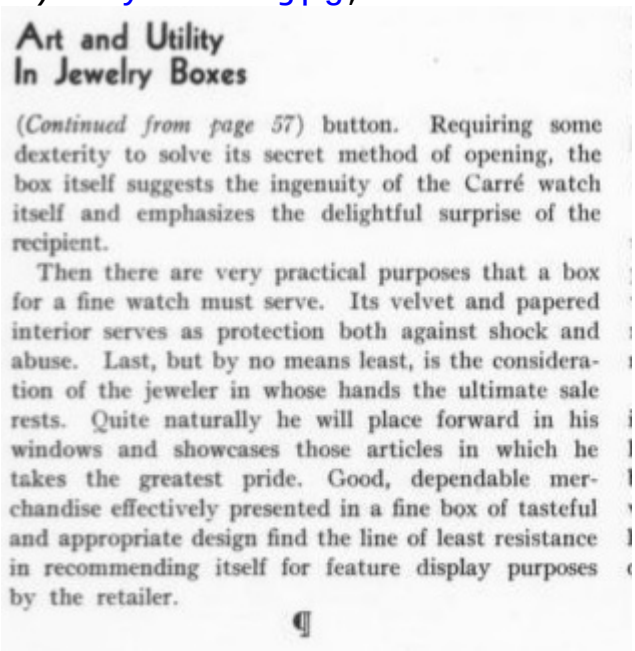


2) May1931.jpg, downloaded 3140 times



THE ARTISTIC BEAUTY OF THE CONTAINERS SHOWN ON THE OPPOSITE PAGE IS CLEARLY EVIDENT IN THIS ILLUSTRATION, WHICH DISDISPLAYS THEM CLOSED

3) May1931d.jpg, downloaded 3187 times



Art and Utility In Jewelry Boxes

(*Continued from page 57*) button. Requiring some dexterity to solve its secret method of opening, the box itself suggests the ingenuity of the Carré watch itself and emphasizes the delightful surprise of the recipient.

Then there are very practical purposes that a box for a fine watch must serve. Its velvet and papered interior serves as protection both against shock and abuse. Last, but by no means least, is the consideration of the jeweler in whose hands the ultimate sale rests. Quite naturally he will place forward in his windows and showcases those articles in which he takes the greatest pride. Good, dependable merchandise effectively presented in a fine box of tasteful and appropriate design find the line of least resistance in recommending itself for feature display purposes by the retailer.

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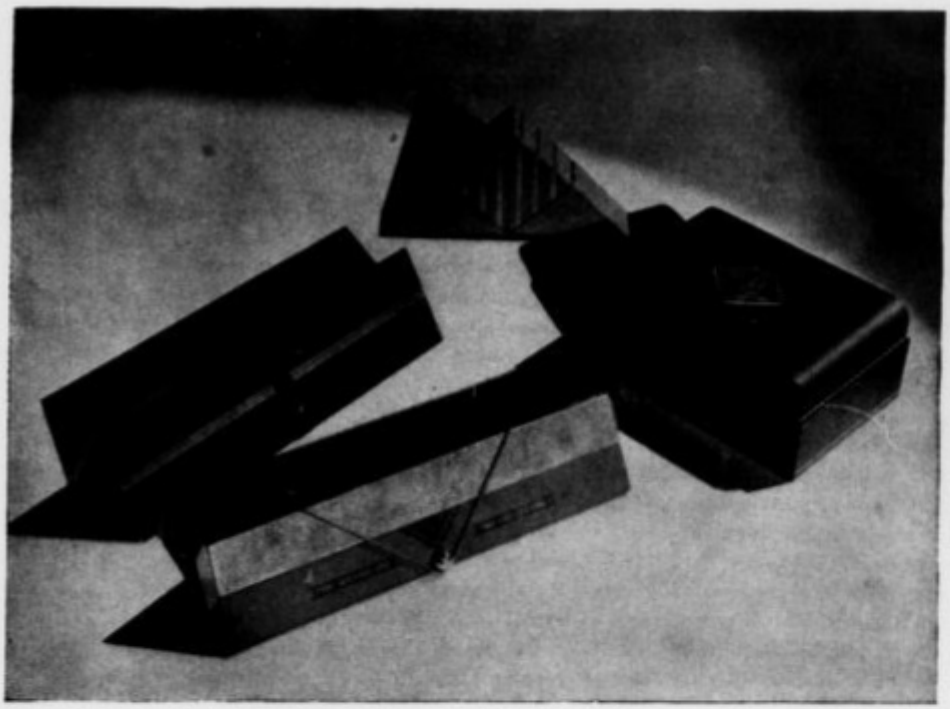
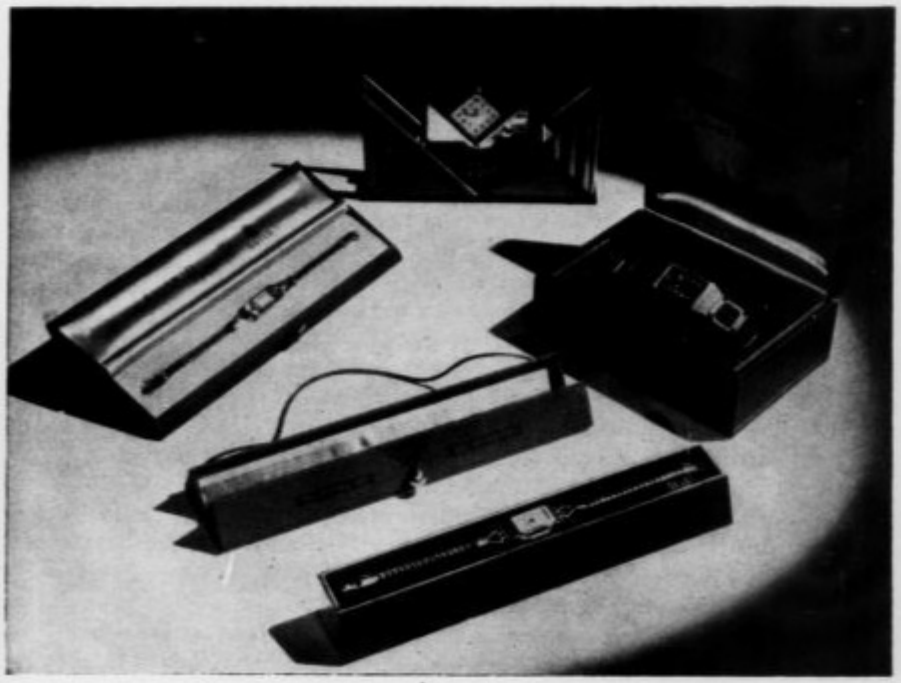
4) 20210914_205619.jpg, downloaded 3143 times



THESE cases, with striking simplicity of design and fine hand tooled leather surfaces, emphasize elegance and quality. We offer you intelligent cooperation in the development and production of a package in perfect key with your product.



THE
STAR
CASE CO.
250 EAST 43rd ST.,
NEW YORK

Subject: Re: Gruen article on watch boxes. May 1931.
Posted by Jenneke on Wed, 15 Sep 2021 18:37:21 GMT
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That is great info on the Carre box! It seems it has a pushpin and a pigskin upholstery with some stripes. And with a little imagination I see Carre written on the watch holder inside.

Subject: Re: Gruen article on watch boxes. May 1931.
Posted by Case on Thu, 16 Sep 2021 03:50:50 GMT
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Wow, for sure—great find! I've never seen any of these boxes live, but that Quadron box is one worth finding.

Subject: Re: Gruen article on watch boxes. May 1931.
Posted by Jenneke on Thu, 16 Sep 2021 08:14:39 GMT
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I think thomas has it: https://vintagegruen.org/vgforum/index.php?t=msg&goto=14201&&srch=Quadron+box#msg_14201

Subject: Re: Gruen article on watch boxes. May 1931.
Posted by Case on Thu, 16 Sep 2021 14:21:59 GMT
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Yep, I'd say so. Very nice!