Subject: cartouche 37

Posted by Jenneke on Wed, 03 Nov 2021 22:34:58 GMT

Model name: car. 37
Type: cartouche
Period/date: end of 1923
Gender: female

Case Maker: wadsworth
Case Material: 14k gold reinforced with metal
Case Serial: 761996
Case Style no: 59

Caliber: 833 (15 jewels, 4 adjts)
Movement Maker: aegler
Movement Serial: none

Bracelet: black ribbon with B&N 1-10 k pat 830021? Clasp
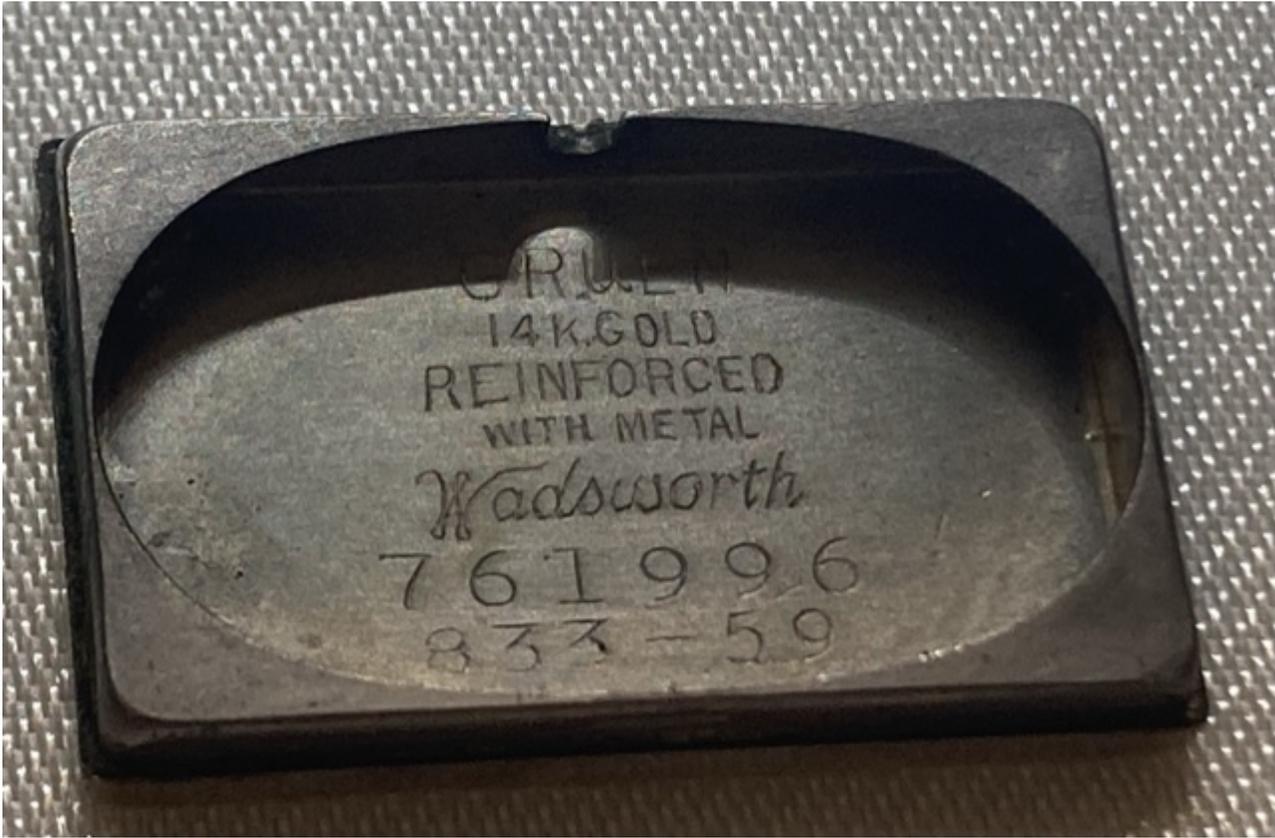
Other: nice scratched numbers inside bezel

Edit: named! (Or should say, numbered)

File Attachments
1) 1205E68E-1D7B-464E-8E16-5C88657AC7C2.jpeg, downloaded 3164 times

2) 87DA5B51-8E57-4289-BDB4-FDF66B2DDD86.jpeg, downloaded 3038 times

3) 807FD62F-A421-4041-B4AD-CCA08F20C356.jpeg, downloaded 2990 times

4) DCFE9B94-36BE-41E6-A903-33419EE54A7F.jpeg, downloaded 3072 times

5) CEC9D4DD-027F-405F-9BCB-B97E1A73FFF2.jpeg, downloaded 2992 times

6) DF42A916-31F5-498C-BA8B-E9837C4ED471.jpeg, downloaded 3037 times

7) EB0C82D6-04E0-4A5C-8490-9B718FC36EBB.jpeg, downloaded 3022
times

Subject: Re: Unknown cartouche enamel
Posted by Ephemerald on Wed, 03 Nov 2021 22:50:53 GMT
View Forum Message <> Reply to Message

Hi Jenneke, this should be Cartouche 37. I love it and have one also. It's a design by Harry Schwettman assigned to Gruen for the term of 3 1/2 years. It's a classic.

File Attachments
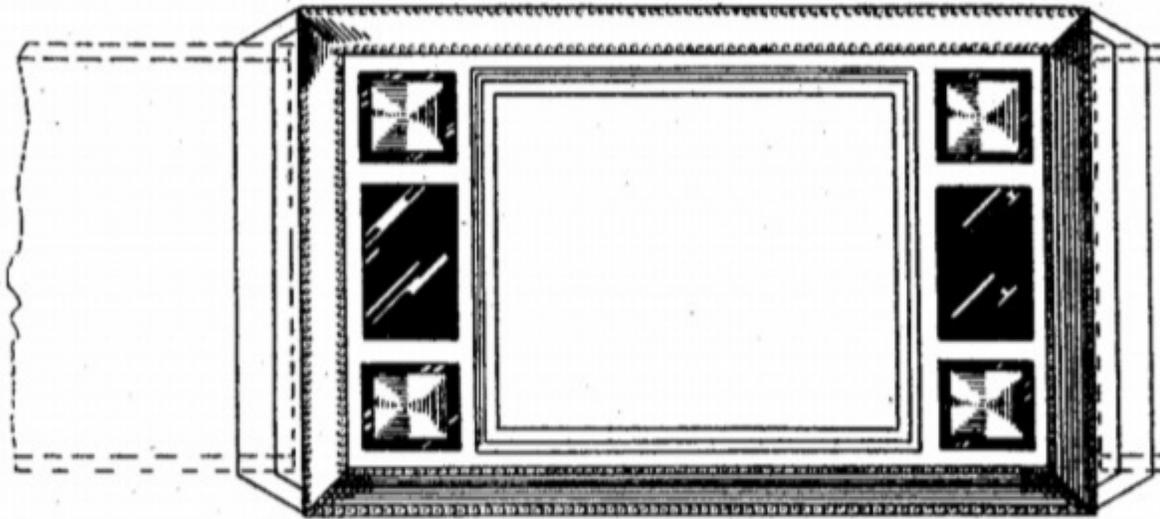1) 20211103_164541.jpg, downloaded 2432 times

Nov. 10, 1925.

H. W. SCHWETTMAN

WRIST WATCH CASE

Filed May 26, 1924

Subject: Re: Unknown cartouche enamel
Posted by Ephemerald on Wed, 03 Nov 2021 22:59:53 GMT

He also designed others like Cartouche 65.

File Attachments
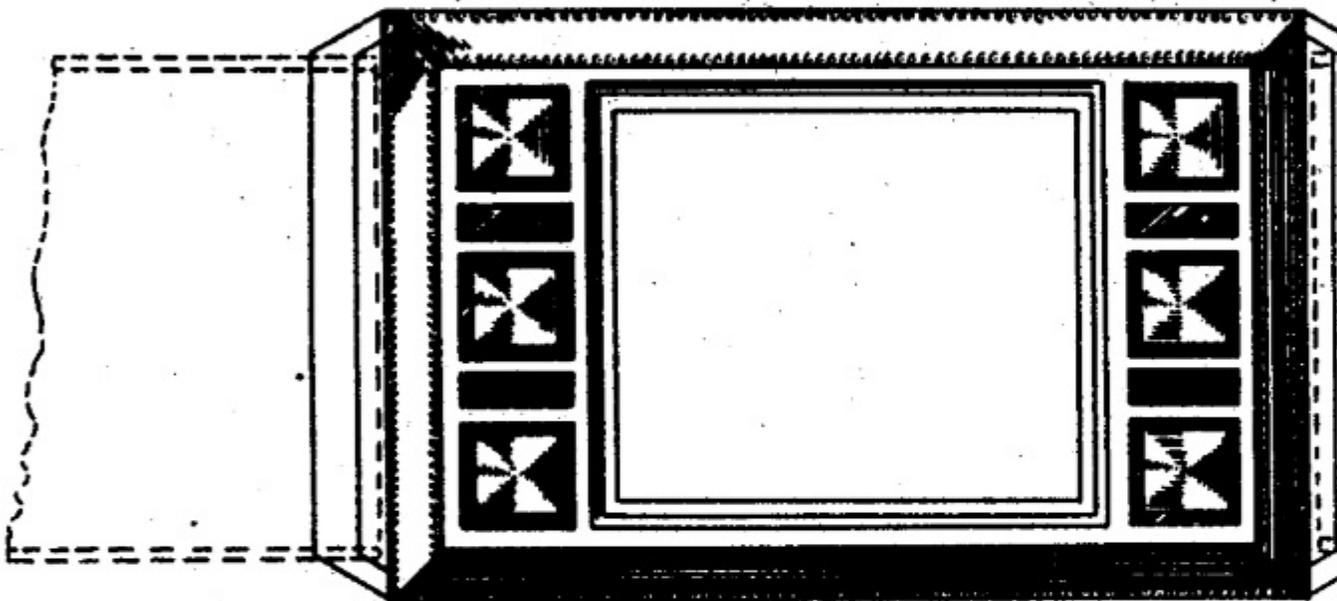1) 20211103_165737.jpg, downloaded 2354 times

April 21, 1925.

H. W. SCHWETTMAN

WRIST WATCH CASE

Filed May 26, 1924

Fig. 1.

Subject: Re: Unknown cartouche enamel
Posted by Jenneke on Wed, 03 Nov 2021 23:09:30 GMT
View Forum Message <> Reply to Message

it is a nice one indeed. Shame the glass is scratched. The greekish lines on the dial fits the model (and the gruen crest box) nicely.

From a little distance it looks the case has 4 diamonds in it.Not sure if that was the designed effect.

And sweet hand engraved little flowers on the back.

Subject: Re: cartouche 37
Posted by Case on Thu, 04 Nov 2021 02:41:53 GMT
View Forum Message <> Reply to Message

This was made early in 1924. Perhaps a first run?

Subject: Re: cartouche 37
Posted by Jenneke on Thu, 04 Nov 2021 06:55:16 GMT
View Forum Message <> Reply to Message

Early, like around the filed date?

How can you see that? 833 third or fourth gen? Wadsworth case number?

Subject: Re: cartouche 37
Posted by Case on Thu, 04 Nov 2021 13:09:25 GMT
View Forum Message <> Reply to Message

I have to correct myself, was going off memory. Your case was made at the very end of 1923, one of Wadsworth's last 2-3 production runs for Gruen in 1923. I would assume this was a "new for 1924" model, that your watch was launch production. It was, I am certain, made before the patent filing date.

After years of looking for an absolutely certain (documented at the time) case production benchmark in the early 1920s, I've found one for Wadsworth. And it corresponds to Jan 1st 1924.

Subject: Re: cartouche 37
Posted by Barney Green on Thu, 04 Nov 2021 15:05:37 GMT
View Forum Message <> Reply to Message

I agree with Dan. Late 1923 production date for the Wadsworth case would be in line with the dating chart based on my own watches. Marketing of Cartouche 37 started exactly February 1st, 1924 btw.
As Gruen had to load the channel for the launch the first batch of cases will have been produced in late 1923 already.

Subject: Re: cartouche 37
Posted by Jenneke on Thu, 04 Nov 2021 17:41:22 GMT
View Forum Message <> Reply to Message

Gosh. That is new for me. Wouldnt it be tricky to make a case before filing? Some other watch maker could have copied it?

Subject: Re: cartouche 37
Posted by Case on Mon, 08 Nov 2021 02:19:31 GMT
View Forum Message <> Reply to Message

My understanding of patent law is they'd have at least a year after intro to file it. Not sure what law was in 1920s though.

Kudos to Matthias for finding the patents. Interesting these—among myriad other designs in play—were filed. Or maybe these were the ones approved (more filed)? But a "patented" stamp shows up in only these cases.

Subject: Re: cartouche 37
Posted by Ephemerald on Wed, 01 Dec 2021 22:24:43 GMT
View Forum Message <> Reply to Message

1930 ad featuring Cartouche 37:.

File Attachments
1) 20211201_152102.jpg, downloaded 2347 times

What .Our Gruen E[r]
Means to You[r]

In buying wa[
jewelry you n[
on faith wh[
eye cannot se[
why it pays [
sult a **jeweler** [
trust.

Not every store, for [
can offer you GRUEN[
Watches. Only jewelers [
highest standing in the co[r
are permitted to handl[
watches or display the ser[

Subject: Re: cartouche 37
Posted by thesnark17 on Thu, 02 Dec 2021 03:50:45 GMT
View Forum Message <> Reply to Message

It looks like the bezel is intended to imitate diamonds. This effect was common in jewelry from the '20s and particularly '30s (when there was less disposable income lying around).

Sometimes very small diamonds were set in the center of designs like these. It is called an "illusion setting". Since there is a real stone involved, it looks a lot more real. Not done that way in Gruen watches as far as I know though.

Subject: Re: cartouche 37
Posted by Jenneke on Thu, 02 Dec 2021 11:11:39 GMT
View Forum Message <> Reply to Message

That optical illusion does work! Smart solution.