
Subject: Re: Curvex Box

Posted by [DRGM](#) on Fri, 07 Feb 2020 16:40:24 GMT

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These early Curvex boxes are just great! I wished I'd own the leatherette box for a 311 and the early blue plastic box for a 330...

I'm crazy when it comes to watch boxes. Often, I buy a box without owning the matching "filling". Like in this case, when I saw the "gray egg" - I hadn't seen such a Curvex box before:

Said box was protected for Gruen by two patents, i. e. by patent No 2,667,967 and by Design patent No 161,898:

Both patents were filed in USPTO on September 21, 1950. Inventors were Francis E. Blod and Alfred M. Blumenfeld. Shortly after application of the patents the box was put on the market - here's an ad published in „The Ohio Daily Express“ on October 13, 1950, that means, roughly one months after the application date of the patents:

There, the box is shown with a Portrait - I assume, all other Curvex models were sold with this "gray egg" also. As I already mentioned: I bought the box, but a matching filling was missing. It surfaced some days later, i.e. a Captain, style number 370/750.

The Captain has an unostentatious design - contrary to some Curvex models of the late 40s/early 50s which are sometimes quite kitschy.

File Attachments

1) [Gruen-Curvex-Box_egg_01_1366.jpg](#), downloaded 1755 times



2) [US2667967_1366.jpg](#), downloaded 1713 times

Feb. 2, 1954

F. E. BLOD ET AL

2,667,967

FRONT OPENING WATCH DISPLAY BOX

Filed Sept. 21, 1950

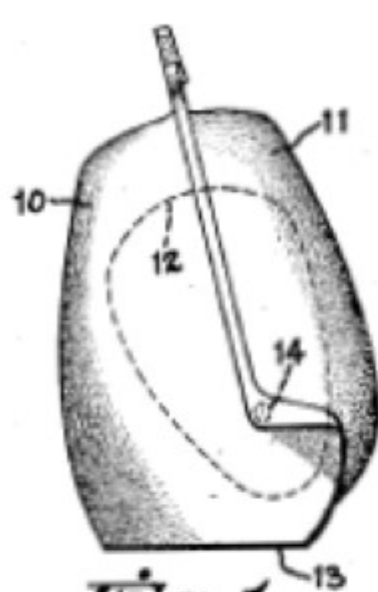


Fig. 1

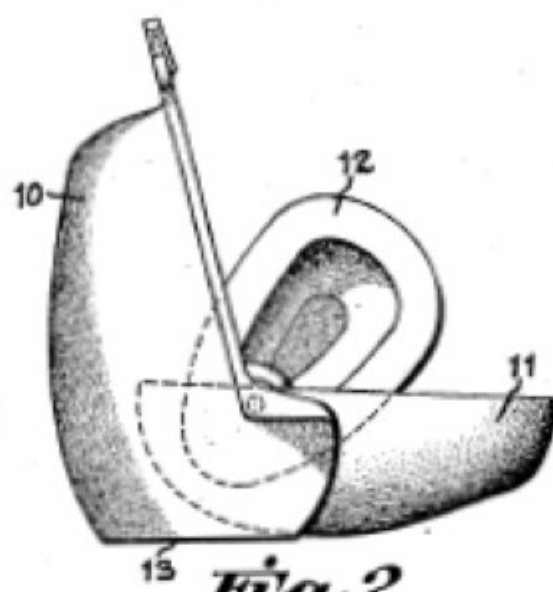


Fig. 2

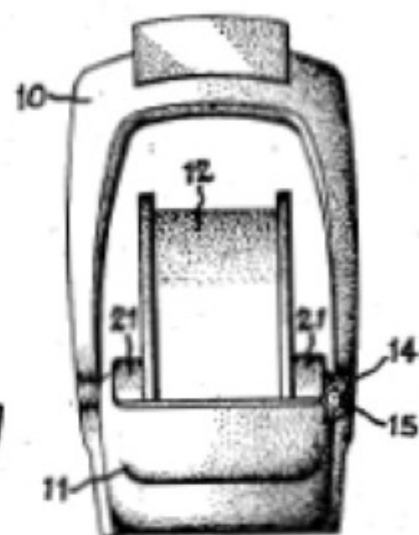


Fig. 3

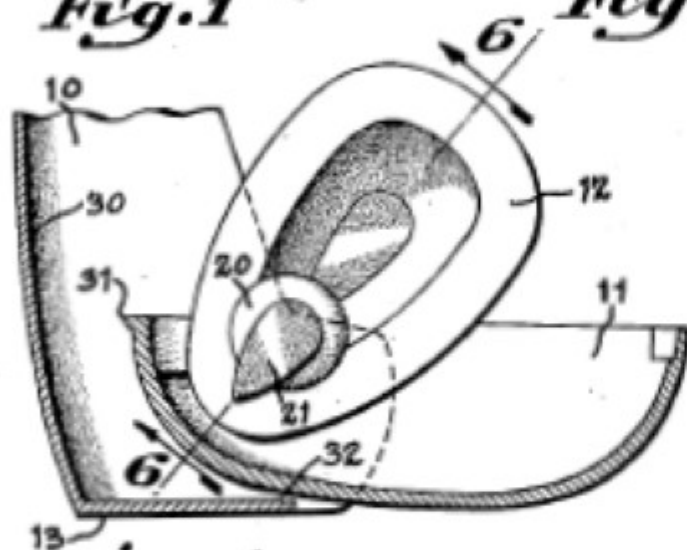


Fig. 4

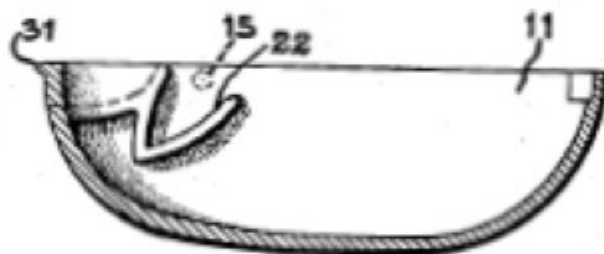


Fig. 5

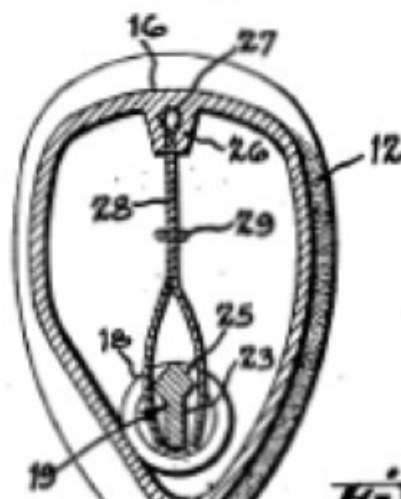
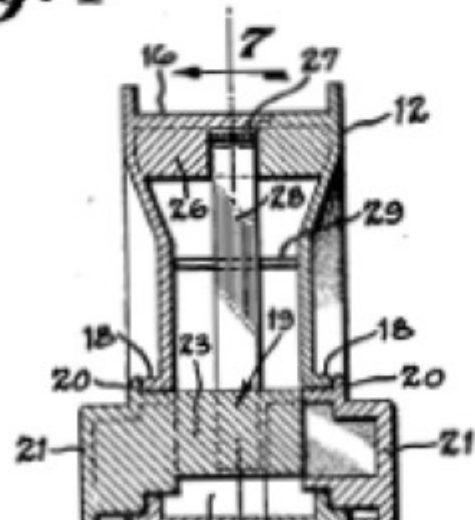


Fig. 7

3) [USD161898_1366.jpg](#), downloaded 1757 times

Feb. 13, 1951

F. E. BLOD ET AL
FRONT OPENING WATCH BOX
Filed Sept. 21, 1950

Des. 161,898

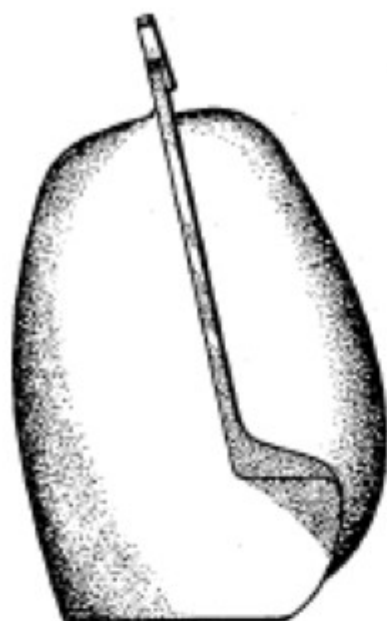


Fig. 1



Fig. 2



Fig. 3

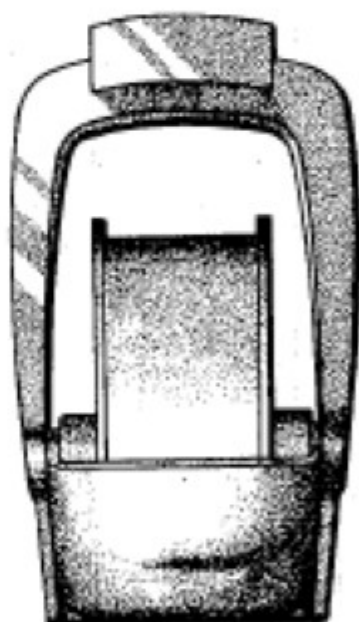
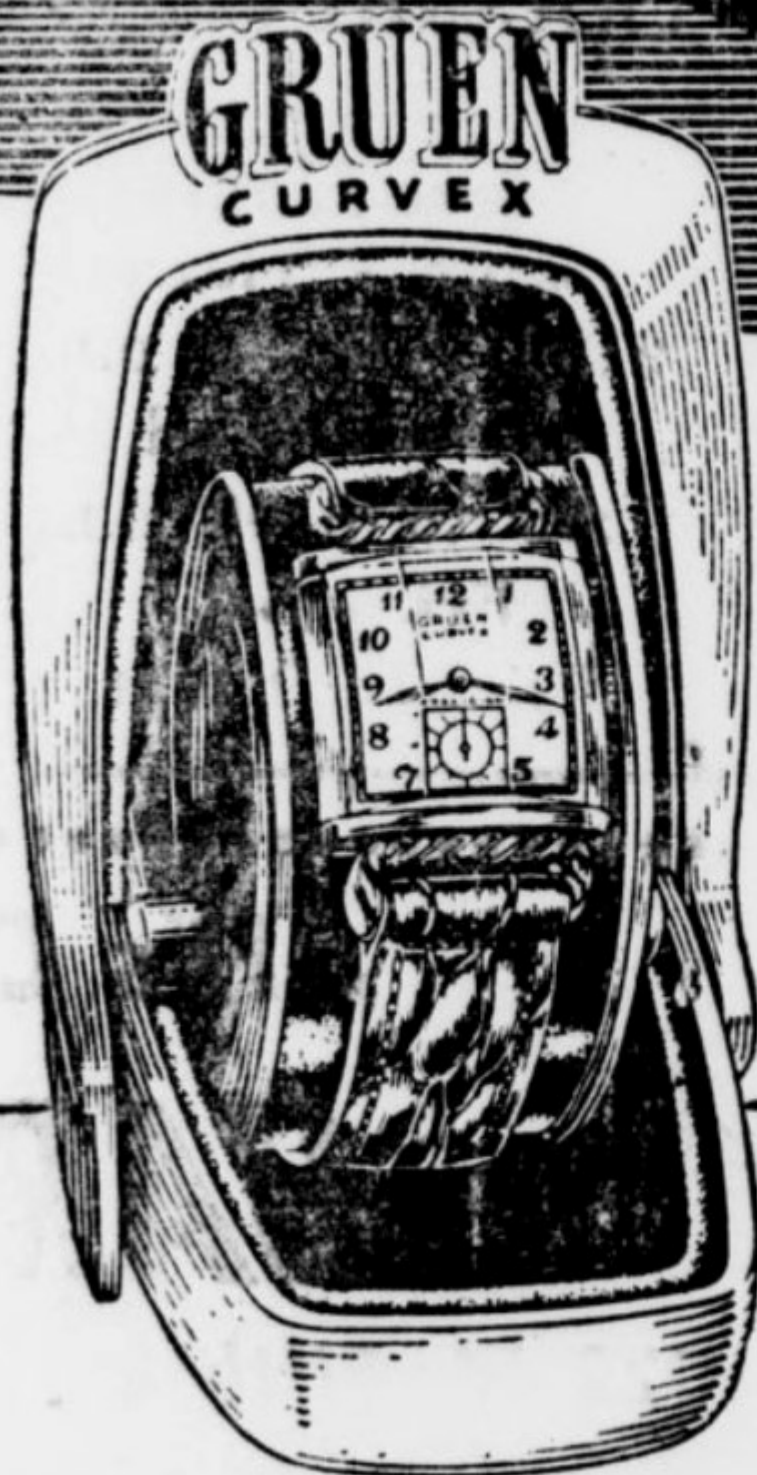


Fig. 4



4) [The Ohio daily-express_13Oct1950_Curvex-Box_Detail_1366.jpg](#)
, downloaded 1763 times



CURVEX PORTRAIT
17 jewels, gold- **\$49.75**
filled case.

*Every Gruen Masterpiece watch comes in
a luxurious velvet-lined gift box.*

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5) [Gruen-Curvex-Box_egg_03_1366.jpg](#), downloaded 1749 times



6) [Gruen-Curvex-Box_egg_04_1366.jpg](#), downloaded 1766 times



7) [Gruen-Curvex-Box_egg_05_1366.jpg](#), downloaded 1753 times



8) [Gruen-Curvex_370-750_02_1366.jpg](#), downloaded 1782 times



9) [Gruen-Curvex_370-750_03_1366.jpg](#), downloaded 1766 times



10) [Gruen-Curvex_370-750_07_1366.jpg](#), downloaded 1767 times

