Subject: 1947 Gold "Beetle" Box
Posted by Ephemerald on Fri, 22 Oct 2021 23:12:40 GMT
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Description. Men's "unique gold" colored "Beetle" box with Gruen Precision shield. Bottom of box: "Time Hill-Cincinatti-USA Made In USA".
Booklet copyright 1947.

Period:1947-1948
Watch type: Veri-Thin?
Size: width 11.5cm, height 3.4cm, depth 7.9cm (added by admin)
Inventor:
Patents: Rathbun Triplex Spring Hinge.

Box maker: Ad illustrates box development for Gruen beginning with E.C.B., Rathbun then molds it, from "Beetle" plastic licensed from A.C.C.
"Beetle" is ACC's tradename for essentially the same plastic as "Plaskon" which is tradename of Libby-Owens.

File Attachments

1) 20210915_173217.jpg, downloaded 3585 times



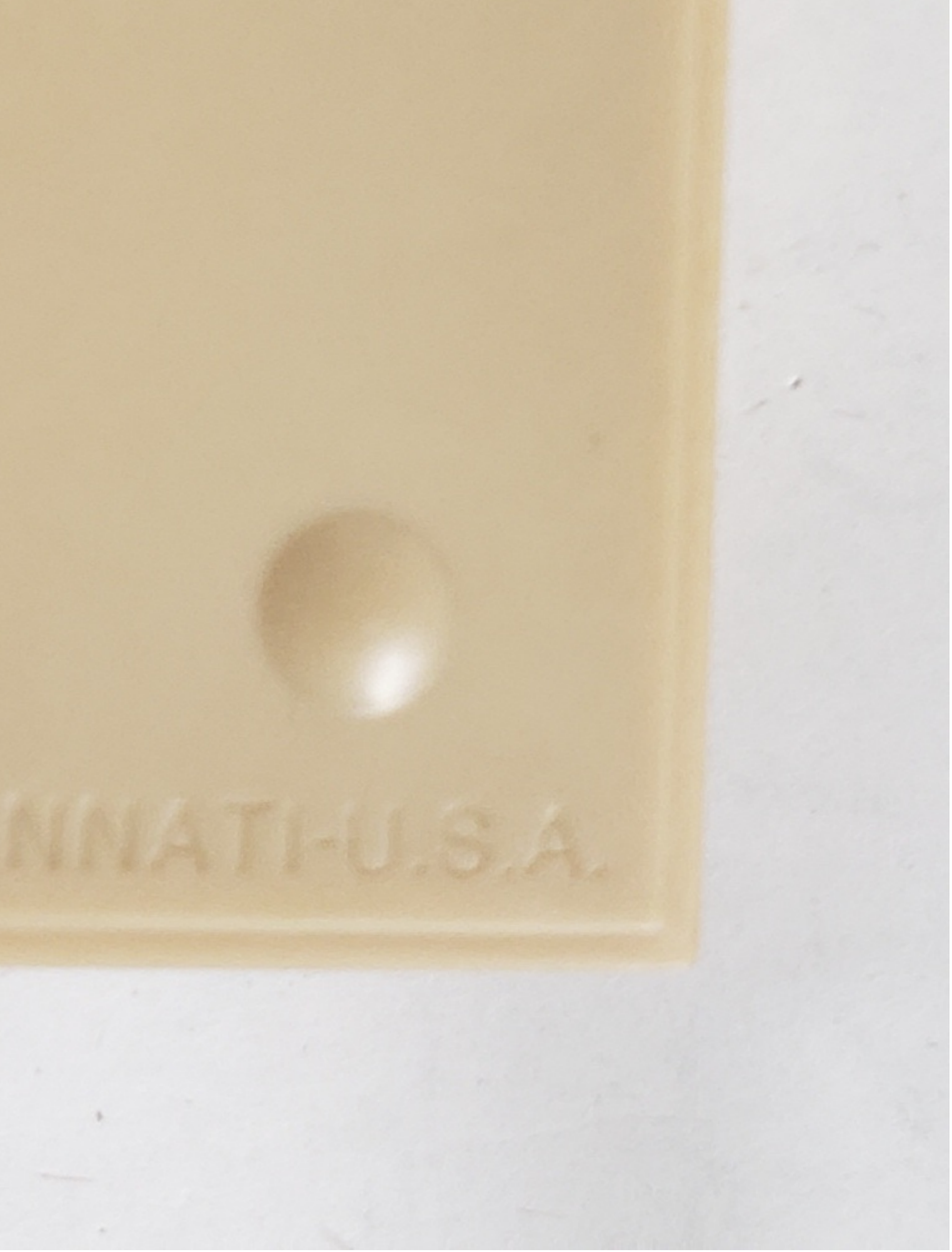
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BEETLE plastic box developed for The Gruen Watch Company, Cincinnati, by The Electric City Box Company, Buffalo, and molded by Rathbun Molding Corporation, Salamanca, N. Y.

colorful, lustrous Beetle plastic makes a perfect setting for sales*

The Gruen Watch Company wanted a box of a material that would speak *instantly* of high quality for watches that do the same. So BEETLE plastic was selected . . . as ideal for eye-appeal and for molding characteristics that readily accommodate special hinge constructions such as the Rathbun Triplex Spring Hinge specified for this box.

The happy result is a package that attracts the eye to *any* counter, to *any* display case . . . a container with a smooth-as-velvet texture, a high-quality effect that makes a proper setting for sales.

But BEETLE plastic does more than *look* like quality. This low-cost, easy-to-mold compound *acts* like quality, too. It is chemically inert, dimensionally stable, highly resistant to abrasion, wear and impact. It is easy to clean . . . does not gather dust . . . and its extremely light weight belies its great strength.

If *you* want a packaging material molded of BEETLE plastic . . . with its permanently attractive colors and its many other desirable qualities . . . consult your molder or Cyanamid today.