
Subject: Long case Regal 1939

Posted by [artbissell](#) on Tue, 11 Jun 2013 22:51:48 GMT

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A single bidder ebay offer some months past is first long case Curvex for me. Shown here with well known 1937 Gruen ad featuring its gold fill case version Royalty. This one 14k case Regal with original plated metal band. Dial seems original. Was well used but solid golds survive better. Plated band and dial show its 1939 age.

[img]index.php?t=getfile&id=283&private=0[/im

File Attachments

1) [ESQ2_069x1.jpg](#), downloaded 1739 times

November, 1937



2) [ESQ2_069x2.jpg](#), downloaded 1752 times

...It's a new "custom-curved" GRUEN CU

That lucky GRUEN CURVEX George wears gets a preview of some of the most delectable ladies ever sketched ...

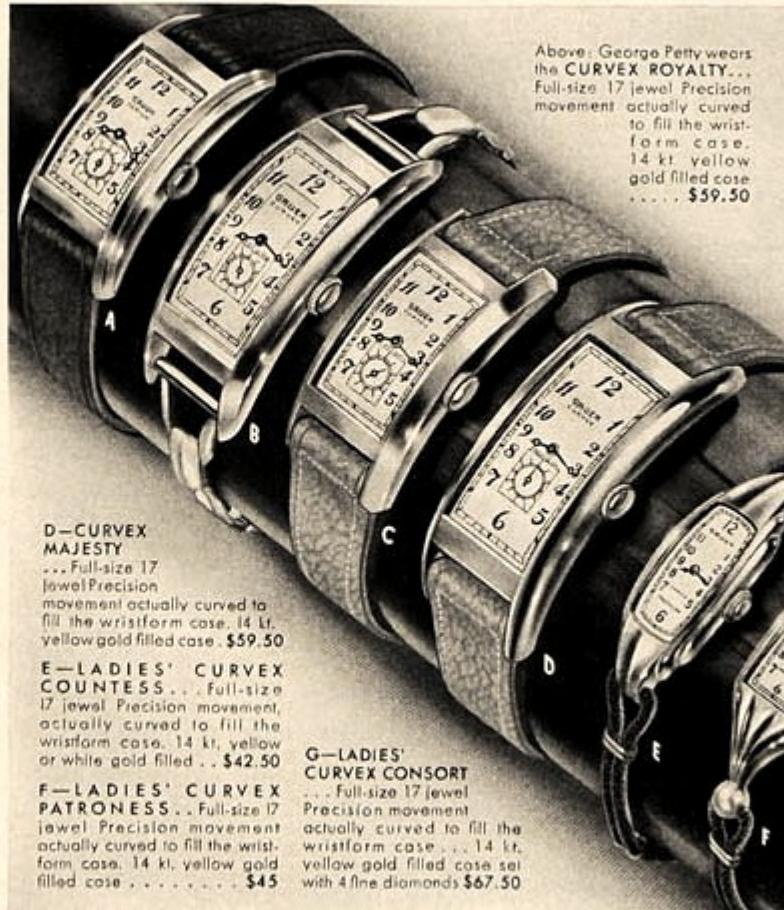
...and that brings up the subject of curves, which is the chief reason Mr. Petty's watch is a GRUEN CURVEX. George did a lot of looking around before he found a watch that suited him exactly. But when the ultra curve-conscious Petty eye fell upon the ultra modern accented curve of the new GRUEN CURVEX, the search was ended.

A watch as revolutionary and advanced as the new CURVEX is not designed in a week or a month, or even a year. The CURVEX is the product of many years of patient Gruen research . . . research that solved the seemingly impossible problem of combining pocket watch accuracy with the beauty of a "custom-curved" wristform case!

Your Gruen jeweler is now showing brilliant new CURVEX styles for men and women. CURVEX for women, from \$42.50. CURVEX for men, from \$50. Other Gruen watches, from \$24.75 to \$250; with precious stones, up to \$2500.

THE GRUEN WATCH COMPANY • TIME HILL
CINCINNATI • U. S. A. • In Canada: Toronto, Ontario

Here Gruen combines the beauty of a curved case with the accuracy of a *full-size movement* actually curved to fill the wristform case. Even if the case were removed, the revolutionary Curvex movement still would conform to the curve of the wrist.



Above: George Petty wears the CURVEX ROYALTY . . . Full-size 17 jewel Precision movement actually curved to fill the wristform case. 14 kt. yellow gold filled case . . . \$59.50

D—CURVEX MAJESTY

... Full-size 17 jewel Precision movement actually curved to fill the wristform case. 14 kt. yellow gold filled case . . . \$59.50

E—LADIES' CURVEX COUNTESS . . .

Full-size 17 jewel Precision movement actually curved to fill the wristform case. 14 kt. yellow or white gold filled . . . \$42.50

F—LADIES' CURVEX PATRONESS . . .

Full-size 17 jewel Precision movement actually curved to fill the wristform case. 14 kt. yellow gold filled case . . . \$45

G—LADIES' CURVEX CONSORT

Full-size 17 jewel Precision movement actually curved to fill the wristform case . . . 14 kt. yellow gold filled case set with 4 fine diamonds \$67.50

*Trade Mark Reg. U. S. pat. off. No other manufacturer is permitted to make the Curvex or to use the name.
Copyright 1936, by The Gruen Watch Co.



Patented. U. S. Patent No. 1855952 Re. 20480



A curved case only
ment, conflicting w
relatively small and
to appearance. The
left are the same s
in the movements!

3) [ESQ2_069x3.jpg](#), downloaded 1764 times



Above: George Petty wears the CURVEX ROYALTY... Full-size 17 jewel Precision movement actually curved to fill the wristform case. 14 kt. yellow gold filled case \$59.50

A—CURVEX DUKE . . . Full-size 17 jewel Precision movement actually curved to fill the wristform case. 14 kt. yellow gold filled case \$50

B—CURVEX TRIUMPH . . . Full-size 17 jewel Precision movement actually curved to fill the wristform case. 14 kt. yellow gold filled case \$55

C—CURVEX MAJOR . . . Full-size 17 jewel Precision movement actually curved to fill the wristform case. 14 kt. yellow gold filled case \$55

D—CURVEX MAJESTY
MAJESTY
... Full-size 17 jewel Precision movement actually curved to fill the wristform case. 14 kt. yellow gold filled case \$59.50

E—LADIES' CURVEX
COUNTESS . . . Full-size 17 jewel Precision movement, actually curved to fill the wristform case. 14 kt. yellow or white gold filled \$42.50

F—LADIES' CURVEX
PATRONESS . . . Full-size 17 jewel Precision movement actually curved to fill the wristform case. 14 kt. yellow gold filled case \$45

G—LADIES'
CURVEX CONSORT
... Full-size 17 jewel Precision movement actually curved to fill the wristform case 14 kt. yellow gold filled case set with 4 fine diamonds \$67.50

4) [IMG_1103axcopy.jpg](#), downloaded 1742 times



5) [IMG_1073aacopy.jpg](#), downloaded 1661 times

