

---

Subject: Re: Curvex Box

Posted by [Thojil](#) on Mon, 31 Jul 2017 08:25:54 GMT

[View Forum Message](#) <> [Reply to Message](#)

---

This is the 1935 CURVEX launch ad published in the Saturday Evening Post.

It is clearly the leatherette box that was used first in line with what you would have expected from the patent file date.

Here is one example including the original paperwork that was in the same shape as the box.

### File Attachments

1) [1935 Sat Evening Post - Curvex b.jpg](#), downloaded 2737 times



COUNT ALEXIS deSAKHNOFFSKY, who conceived the virile, yet graceful lines of the Gruen Curvex, has world-famous recognition for his mingling of beauty with fine, practical utility in industrial design.



ELIZABETH HAWES, style expert and only American designer successfully to bring American styles to Paris, says of the Gruen Curvex: "I find it a fine, mannish creation—in excellent taste, modern and simple."



DAVID S. GAIETH, formerly of the Gruen watch company, says: "Gruen Curvex pocket watches are a totally new creation."

# GRUEN *creates* *astounding new wrist w*

ITS masculine simplicity was conceived by Count Alexis deSakhnoffsky, noted industrial stylist. Its astonishing and radical movement was created at Time Hill by Gruen engineers. Gruen Curvex, the new timekeeping wristwatch for men, is Gruen's latest triumph in design and accuracy. ● Not only does the exquisite case curve gracefully to fit the wrist, but the sturdy movement, involving an entirely revolutionary principle, is itself curved to fit the case. ● This new principle permits a larger and more rugged wheel-train, a feature exclusively Gruen. It is a major advance over the standard and less accurate method of centering a small, flat movement at the crest of a curved case. ● Gruen's Curvex makes possible a wristwatch with pocket-watch accuracy...dependable and distinctive, combining graceful beauty and precision time-accuracy. Gruen Curvex watches are priced at \$50.00, \$59.50 and \$100.00. Other Gruen Watches—\$24.75 to \$1000.



