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Subject: Paper box Gruen Time Hill

Posted by [Jenneke](#) on Tue, 11 Feb 2020 21:38:56 GMT

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Description

On the outer box is a picture of the front page of the Gruen book "A worthy Company of watchmakers". This book is from 1918. The inner box is also made of cardboard. Missing the watch holder.

Period : 1918 - 1928?

Watch type : ladies silk ribbon wristlet (educated guess)

Size : outer box (H=4cm W=11cm D=7.5cm), inner box (H=3.8cm W=10.1cm D=5.4cm)

Inventor : unknown

Patents : unknown

Box maker : Dennison Mfg Company

Impressed in the bottom of the inner box is "Dennison maker". The Dennison Mfg.

Company started in 1844 when Aaron Dennison (a Boston jeweller) began to make paper boxes. His father (Andrew) and he made a machine to facilitate the making of cardboard boxes. At the time most jewel boxes were imported. In 1863 the company produced lots of paper stuff (jewelry tags, display cards) and in 1914 crepe paper. One of the sales offices was in Cincinnati. Today the factory still exists in combination with Avery.

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File Attachments

1) [outer box inside.jpeg](#), downloaded 1978 times

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2) [outer box.jpeg](#), downloaded 2002 times



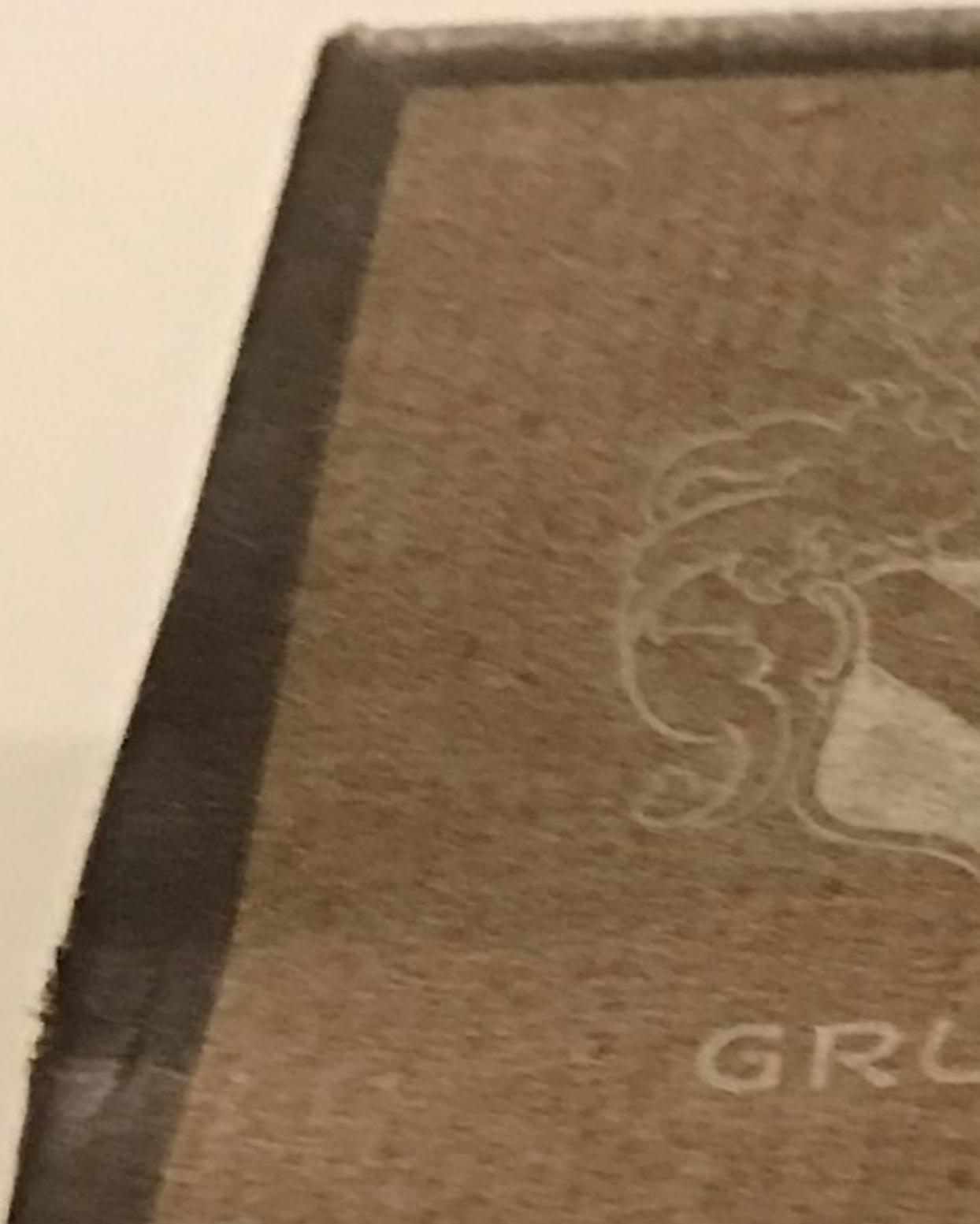
3) [watch box bottom.jpeg](#), downloaded 1984 times



4) [watch box inside.jpeg](#), downloaded 1962 times



5) [watch box outside.jpeg](#), downloaded 1938 times



Subject: Re: Paper box Gruen Time Hill  
Posted by [Barney Green](#) on Wed, 12 Feb 2020 06:46:20 GMT  
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What a great idea, thanks a lot Jenneke!

I also have a number of original boxes and I am always discovering new ones. Gruen seems to have been very fancy about their gift / presentation boxes and changed them quite frequently. Much appreciated!

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Subject: Re: Paper box Gruen Time Hill  
Posted by [Ephemerald](#) on Sat, 13 Nov 2021 06:32:58 GMT  
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Out of all the watch boxes. This one fascinates me the most so far. It links two great watch families. Never seen one bit of evidence that Dennison Watch Case Co ever supplied Gruen, but I wonder....Two ads c 1925. One of which proudly lists Gruen.

#### File Attachments

1) [20211112\\_232938.jpg](#), downloaded 1694 times

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## Boxes by Dennison

E. W. DENNISON started in 1844 because he wanted to make better boxes.

He made them. Every house has been making better ability to improve serving all of the house.

2) [20211112\\_232910.jpg](#), downloaded 1703 times

# THE DENNISON PACKAGING COMPANY

*These are a few of the houses  
whose products sell faster in  
Dennison Boxes*

THE CONKLIN PEN MANUFACTURING CO.  
CAPPER AND CAPPER, INC.  
PAGE AND SHAW, INC.  
HANAN AND SON  
GRUEN WATCHMAKERS GUILD  
ARMOUR AND COMPANY  
ELMO, INCORPORATED  
BARBER & ROSS  
SARGENT & CO.  
B. ALTMAN & CO.  
JORDAN MARSH COMPANY  
HOCHSCHILD, KOHN & CO.  
PROVIDENCE PAPER CO.  
HARCOURT & CO.  
SHREVE, CRUMP & LOW CO.  
T. KIRKPATRICK & CO.  
J. E. CALDWELL & CO.  
SAMUEL KIRK & SON CO.  
SPAULDING & CO.  
GALT & BRO.  
TRAUB BROS. & CO.  
SHREVE, TREAT & EACRET  
RIGGS NATIONAL BANK  
BUXTONS, INC.  
MARSHALL FIELD & COMPANY  
THE DeVILBISS MANUFACTURING CO.  
AMITY LEATHER PRODUCTS COMPANY  
THE MOORE PEN CO.

THAT'S the sort of business that each day in our Box Division—specifications, from spending every waking hour the sales of the best goods in America.

They get a lot more prices. We work with sign, iron out the wrinkles, job look as though it had been done and then produce and "never been done before."

The list includes not-so-big; names of the day who order by the sales-makers of tomorrow ordering by the single their prospective order practical and persistent.

As you will like to question of "package" to you than just a no "sales psychology" service to yourself now.

Subject: Re: Paper box Gruen Time Hill  
Posted by [Jenneke](#) on Sat, 13 Nov 2021 07:43:14 GMT  
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Sells faster, hmmm, that is a bold statement. Is the denisson mfg co the same company as the denisson watch case co?

Indeed, gruen watchmakers guild is in the list. Not gruen watch co. And what is written in front of the outer box: gruen watchmakers guild.

This is my favourite box.

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Subject: Re: Paper box Gruen Time Hill  
Posted by [Ephemerald](#) on Sat, 13 Nov 2021 09:09:14 GMT  
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Jenneke wrote on Sat, 13 November 2021 00:43Sells faster, hmmm, that is a bold statement. Is the denisson mfg co the same company as the denisson watch case co?

No. They are separate companies. But both were established by the same person, Aaron Dennison. His younger brother E.W. Dennison soon was permitted to take over the reins of the box and tag business. Again, never seen anything that suggests Gruen did get watchcases from Dennison. Just playing with possibilities. But I don't think it's too far of a leap to ponder for a sec either, considering the history, how close Dennison family connections and companies were. Dennison Watch Case Co was based out of Birmingham, England. And Dennison has a known major connection to Waltham. So a Gruen connection is highly unlikely.

<https://www.vintagewatchstraps.com/dennison.php>

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