
Subject: cartouche 37

Posted by [Jenneke](#) on Wed, 03 Nov 2021 22:34:58 GMT

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Model name: car. 37

Type: cartouche

Period/date: end of 1923

Gender: female

Case Maker: wadsworth

Case Material: 14k gold reinforced with metal

Case Serial: 761996

Case Style no: 59

Caliber: 833 (15 jewels, 4 adjts)

Movement Maker: aegler

Movement Serial: none

Bracelet: black ribbon with B&N 1-10 k pat 830021? Clasp

Other: nice scratched numbers inside bezel

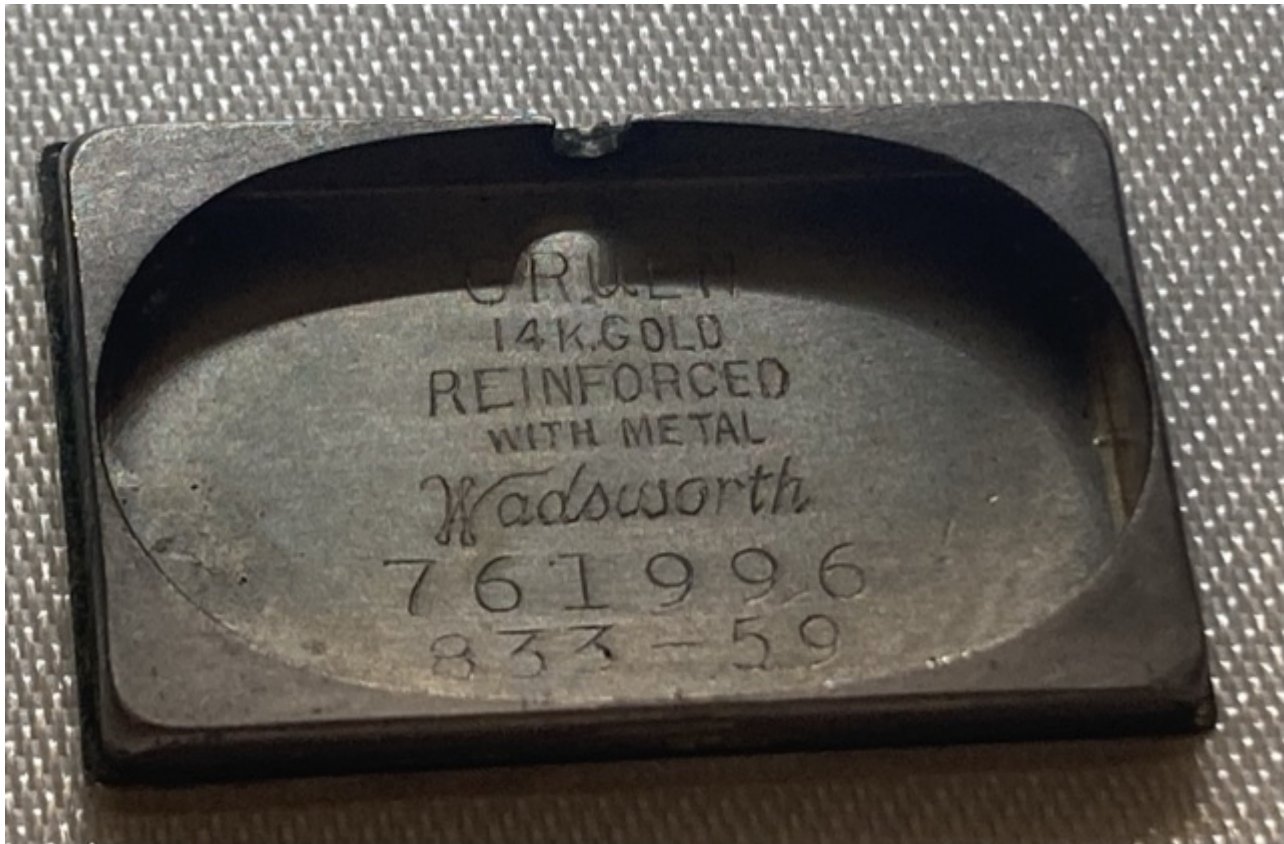
Edit: named! (Or should say, numbered)

File Attachments

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Subject: Re: Unknown cartouche enamel
Posted by [Ephemerald](#) on Wed, 03 Nov 2021 22:50:53 GMT
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Hi Jenneke, this should be Cartouche 37. I love it and have one also. It's a design by Harry Schwettman assigned to Gruen for the term of 3 1/2 years. It's a classic.

File Attachments

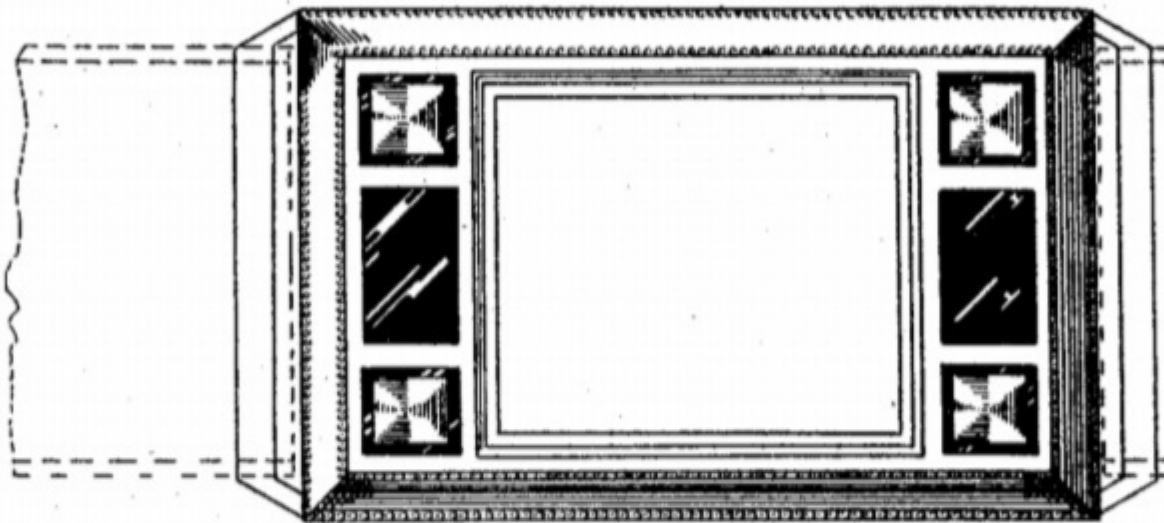
1) [20211103_164541.jpg](#), downloaded 1977 times

Nov. 10, 1925.

H. W. SCHWETTMAN

WRIST WATCH CASE

Filed May 26, 1924



Subject: Re: Unknown cartouche enamel
Posted by [Ephemerald](#) on Wed, 03 Nov 2021 22:59:53 GMT
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He also designed others like Cartouche 65.

File Attachments

1) [20211103_165737.jpg](#), downloaded 1926 times

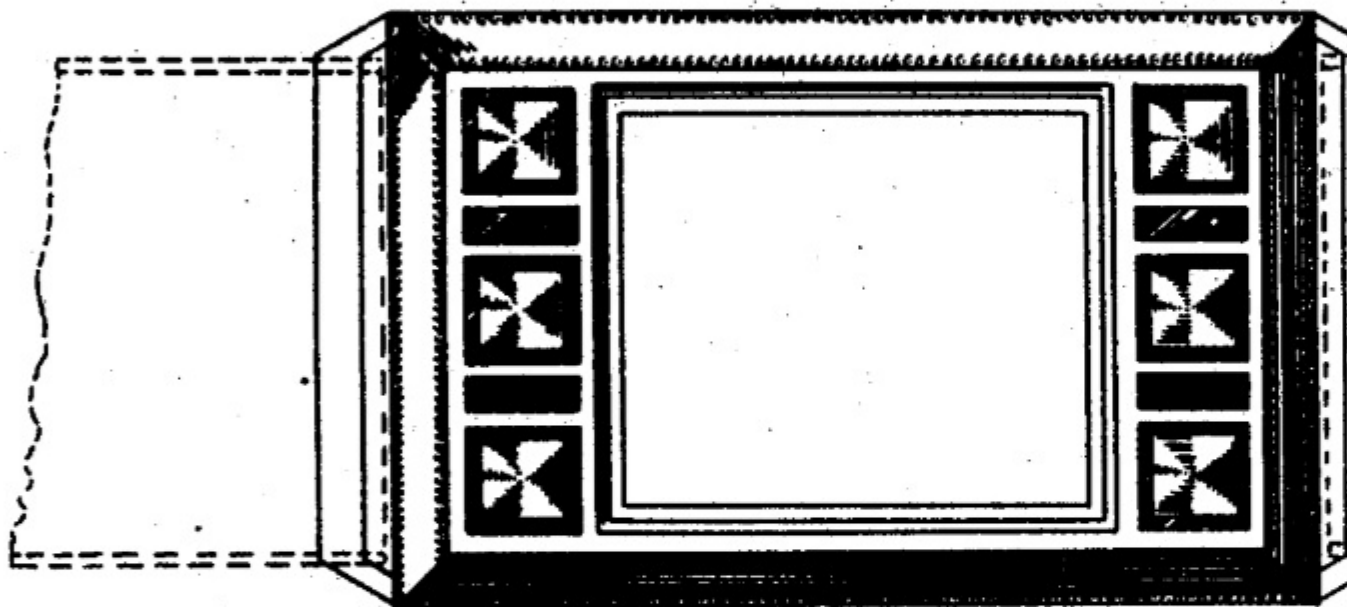
April 21, 1925.

H. W. SCHWETTMAN

WRIST WATCH CASE

Filed May 26, 1924

Fig. 1.



Subject: Re: Unknown cartouche enamel
Posted by [Jenneke](#) on Wed, 03 Nov 2021 23:09:30 GMT
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it is a nice one indeed. Shame the glass is scratched. The greekish lines on the dial fits the model (and the Gruen crest box) nicely.

From a little distance it looks the case has 4 diamonds in it. Not sure if that was the designed effect.

And sweet hand engraved little flowers on the back.

Subject: Re: cartouche 37
Posted by [Case](#) on Thu, 04 Nov 2021 02:41:53 GMT
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This was made early in 1924. Perhaps a first run?

Subject: Re: cartouche 37
Posted by [Jenneke](#) on Thu, 04 Nov 2021 06:55:16 GMT
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Early, like around the filed date?

How can you see that? 833 third or fourth gen? Wadsworth case number?

Subject: Re: cartouche 37
Posted by [Case](#) on Thu, 04 Nov 2021 13:09:25 GMT
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I have to correct myself, was going off memory. Your case was made at the very end of 1923, one of Wadsworth's last 2-3 production runs for Gruen in 1923. I would assume this was a "new for 1924" model, that your watch was launch production. It was, I am certain, made before the patent filing date.

After years of looking for an absolutely certain (documented at the time) case production benchmark in the early 1920s, I've found one for Wadsworth. And it corresponds to Jan 1st 1924.

Subject: Re: cartouche 37
Posted by [Barney Green](#) on Thu, 04 Nov 2021 15:05:37 GMT
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I agree with Dan. Late 1923 production date for the Wadsworth case would be in line with the dating chart based on my own watches. Marketing of Cartouche 37 started exactly February 1st, 1924 btw.

As Gruen had to load the channel for the launch the first batch of cases will have been produced in late 1923 already.

Subject: Re: cartouche 37
Posted by [Jenneke](#) on Thu, 04 Nov 2021 17:41:22 GMT
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Gosh. That is new for me. Wouldnt it be tricky to make a case before filing? Some other watch maker could have copied it?

Subject: Re: cartouche 37
Posted by [Case](#) on Mon, 08 Nov 2021 02:19:31 GMT
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My understanding of patent law is they'd have at least a year after intro to file it. Not sure what law was in 1920s though.

Kudos to Matthias for finding the patents. Interesting these—among myriad other designs in play—were filed. Or maybe these were the ones approved (more filed)? But a “patented” stamp shows up in only these cases.

Subject: Re: cartouche 37
Posted by [Ephemerald](#) on Wed, 01 Dec 2021 22:24:43 GMT
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1930 ad featuring Cartouche 37:.

File Attachments

1) [20211201_152102.jpg](#), downloaded 1916 times

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Not every store, for example, can offer you GRUEN Watches. Only jewelers of the highest standing in the community are permitted to handle Gruen watches or display the service

Subject: Re: cartouche 37

Posted by [thesnark17](#) on Thu, 02 Dec 2021 03:50:45 GMT

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It looks like the bezel is intended to imitate diamonds. This effect was common in jewelry from the '20s and particularly '30s (when there was less disposable income lying around).

Sometimes very small diamonds were set in the center of designs like these. It is called an "illusion setting". Since there is a real stone involved, it looks a lot more real. Not done that way in Gruen watches as far as I know though.

Subject: Re: cartouche 37

Posted by [Jenneke](#) on Thu, 02 Dec 2021 11:11:39 GMT

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That optical illusion does work! Smart solution.
