
Subject: Strap 555 – Curvex 14K
Posted by [DRGM](#) on Sat, 30 Jul 2022 14:00:55 GMT
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Model name: yet unknown
Type: Curvex
Period/date: 1948
Gender: Male

Case Maker: William B. Ogush, Inc., New York
Case Material: 14K yellow gold
Case Serial: U25393
Case Style no: 440 - 584

Caliber: 440
Movement Maker: Gruen
Movement Serial: B 7499

Bracelet: none

Other info:

This model is quite flat – unusual for a Curvex:

Inside there are two trademarks of William B. Ogush, Inc. (WBO in the following), the well-known WBO logo

and the lesser known “two diamonds” trademark of WBO:

I guess, the „two diamonds” brand was used to mark the case material – in this case, 14K gold.

A good abstract of WBO’s history was published in the „Cincinnati Enquirer“ of June 28, 1951:

There were two dial variants – the one shown with 12 numerals and a variation with markers and numerals (2-4-8-10-12):

<https://gruen.watch/?product=gruen-curve-x-440-584>

File Attachments

1) [Gruen-Curve-x_440-584_14K_05_1366.jpg](#), downloaded 1906 times



2) [Gruen-Curvex_440-584_14K_06_1366.jpg](#), downloaded 2013 times



3) [Gruen-Curvex_440-584_14K_07_1366.jpg](#), downloaded 1941 times



4) [Gruen-Curvex_440-584_14K_12_1366.jpg](#), downloaded 1903 times



5) [Gruen-Curvex_440-584_14K_08_1366.jpg](#), downloaded 1899 times



6) [Gruen-Curvex_440-584_14K_10_1366.jpg](#), downloaded 1899 times



7) [USTM_407926_Ogush_WBO_1366.jpg](#), downloaded 1908 times

Registered July 4, 1944

Trade-Mark 407,926

UNITED STATES PATENT OFFICE

William B. Ogush, Inc., New York, N. Y.

Act of February 20, 1905

Application February 16, 1944, Serial No. 467,462



STATEMENT

To the Commissioner of Patents:

William B. Ogush, Inc., a corporation duly organized under the laws of the State of New York and located in the city, county, and State of New York, and doing business at 33 West 60th Street, New York city, N. Y., has adopted and used the trade-mark shown in the accompanying drawing, for WATCHCASES, WATCHES, WATCH MOVEMENTS, AND WATCH PARTS, in Class 27, Horological instruments, and presents herewith five specimens showing the trade-mark as actually used by applicant upon the goods and requests that the same be registered in the United States Patent Office in accordance with the act of February 20, 1905.

The trade-mark has been continuously used and applied to said goods in applicant's business since the 1st day of February, 1944.

The trade-mark is applied to the goods by stamping the same at any convenient place thereon, or by attaching tags, labels or tickets bearing the mark to the goods or to the receptacles in which the same are packed.

The undersigned hereby appoints Harry Radzinsky, Esq., (registry No. 10,805), of 535 Fifth Avenue, New York city, N. Y., as its attorney with full power of substitution and revocation to prosecute this application, to make alterations and amendments therein, to receive the certificate and to transact all business in the Patent Office connected therewith.

WILLIAM B. OGUSH, INC.,
By M. STEIN,
Secty.

8) [USTM_537333_Ogush_Diamonds_1366.jpg](#), downloaded 1877 times

Registered Feb. 6, 1951

Registration No. 5

PRINCIPAL REGISTER

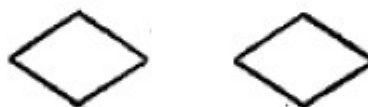
Trade-Mark

UNITED STATES PATENT OFF

William B. Ogush, Inc., New York, N. Y.

Act of 1946

Application August 17, 1949, Serial No. 583,613



STATEMENT

William B. Ogush, Inc., a corporation organized and existing under the laws of the State of New York and located and doing business at 33 West 60th Street, New York city 23, New York, has adopted and is using the trade-mark shown in the accompanying drawing, for Watches, Watch Cases, and Watch Movements, in Class 27, Horological instruments, and presents herewith five specimens showing the trade-mark as actually used in connection with such goods, the trade-mark being applied to said goods, and to tags, tickets or labels applied to the goods or to the receptacles therefor, and requests that the

same be registered in the United States Patent Office on the Principal Register with the act of July 5, 1946.

The trade-mark was first used in connection with said goods and was first used in commerce in the several States of the United States and in the United States and foreign countries in which it lawfully be regulated by Congress since 1923.

WILLIAM B. O
By MAX STEIN,
Secretary

9)

[The_Cincinnati_Enquirer_Thu_Jun_28_1951_Gruen-Ogush-deal_1366.jpg](#), downloaded 1904 times

Gruen Acquires Own Firm To Manufacture Watch Cases

The Gruen Watch Co., Cincinnati, yesterday announced the purchase of the firm of William B. Ogush, Inc., of New York City, largest manufacturer of platinum, gold and diamond watch cases in the nation. The price was not disclosed.

Benjamin S. Katz, President of Gruen, said the deal would permit expansion of his company's watch business.

William B. Ogush, President of the watch case firm bearing his name since 1935, will become Vice President of Gruen, with headquarters in New York City.

The Ogush company was organized in 1921 as Katz and Ogush, Inc., by Mr. Katz and Benjamin Ogush, brother of the present head of the concern. Mr. Katz left the company in 1935 to become President of Gruen and Katz and Ogush became Wm. B. Ogush, Inc.

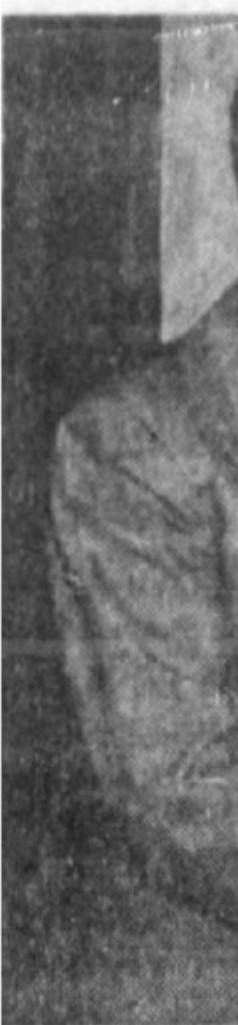
The original Katz and Ogush company grew from a capitalization of less than \$5,000 and within

two years became the largest platinum jewelry manufacturers in America. It originally was housed in a brownstone residential property in New York.

In explaining the transaction, Mr. Katz said, "The Gruen Watch Co. for many years has given considerable attention to the designing and styling of watch cases, for it has been our conviction that such styling is as important as the movement itself. Watch cases very often cost from 10 to 100 times as much as the movements they hold.

"Because of our desire to expand our fine watch business, we decided to acquire a positive and reliable source. Until this transaction was completed, we had purchased our precious metal watch cases from four different manufacturers."

Mr. Katz announced that Gruen also acquired the services of Marce, Ogush designer, and all of the other artisans of the company. The Ogush concern employs approximately 200 persons.



Benjamin S. Katz shakes hand with William B. Ogush, Inc. watch cases,

Subject: Re: Strap 555 – Curvex 14K
Posted by [Case](#) on Sat, 30 Jul 2022 23:03:05 GMT
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Another stunning watch, DRGM! And great research as a bonus.

Subject: Re: Strap 555 – Curvex 14K

Posted by [Barney Green](#) on Sun, 31 Jul 2022 13:19:04 GMT

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Inspired by the search for a name for this watch, I started digging into 1948 and the Curvex sales names. Came up with 49 (!) Curvex sales names in this year so far, but none for Strap 555.

Intersting side note: the Canadian sales organisation had their own sales names for the same models. This is another complication in IDing those watches.

Subject: Re: Strap 555 – Curvex 14K

Posted by [Case](#) on Mon, 01 Aug 2022 14:18:28 GMT

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Wow, as if Gruen naming wasn't complex enough!

Subject: Re: Strap 555 – Curvex 14K

Posted by [afire](#) on Mon, 01 Aug 2022 15:49:39 GMT

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DRGM wrote on Sat, 30 July 2022 09:00

A good abstract of WBO's history was published in the „Cincinnati Enquirer“ of June 28, 1951...

That was interesting. I had always assumed that William B. Ogush was the "Ogush" of "Katz & Ogush". It turns out it was his brother Benjamin Ogush.
