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Subject: Gruen Guildcraft Box

Posted by [Brian S](#) on Thu, 07 Apr 2022 14:05:55 GMT

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I as wondering if anyone had any idea which decade this box might be from?

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#### File Attachments

1) [Gruen Guild Box.jpg](#), downloaded 2642 times

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52  
way  
88

**Guildcraft**

A quality product of the  
**GRUEN**  
WATCH COMPANY  
Manufacturers of Fine Swiss Movements

**Guildcraft**  
GUARANTEE

A QUALITY PRODUCT OF THE  
**GRUEN WATCH COMPANY**  
Manufacturers of Fine Swiss Movements

17 JEWELS  
CALENDAR

WATER AND  
SHOCK-RESISTANT

Subject: Re: Gruen Box  
Posted by [Case](#) on Thu, 07 Apr 2022 15:20:14 GMT  
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I believe from the late 1960s.

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Subject: Re: Gruen Box  
Posted by [Ephemerald](#) on Sat, 09 Apr 2022 15:54:48 GMT  
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Hi Brian, Case is right that this was sold by Gruen Industries (2nd gen of the Gruen company) but the Gruen Guildcraft label first appeared in 1971 so I can say for sure this is from the 70's.

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Subject: Re: Gruen Box  
Posted by [Barney Green](#) on Sat, 09 Apr 2022 16:04:08 GMT  
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Hi Matt,

this is what I also first thought, first appearance in advertisements are from 1971, I have never seen an earlier one. Last appearance 1981...  
But I own a Guildcraft watch which was definitely built between 1963 and 1968 (caliber 510 with GXC mark).

And Gruen already filed for the trademark in September 1952!

Barney

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#### File Attachments

1) [Guildcraft4.jpg](#), downloaded 2337 times

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Subject: Re: Gruen Box  
Posted by [Ephemerald](#) on Sat, 09 Apr 2022 16:20:49 GMT  
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Hi Bernd, really?! Well I stand corrected Brian. That's amazing it was tm'd in 1952. Learn something new everyday. Case could absolutely be correct then...But I guess Brian's question still stands, what decade is the box from?

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Subject: Re: Gruen Box  
Posted by [Barney Green](#) on Sat, 09 Apr 2022 17:10:58 GMT  
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Dunno. I have only pictures of the Guildcraft boxes from the early 70s and they looked different. But this was probably due to the watches they contained had leather straps and were lying flat while watches with a stretch band may have had other containers like Brian's...

Yes, this leaves the original question completely unanswered.

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Subject: Re: Gruen Box  
Posted by [Ephemerald](#) on Sat, 09 Apr 2022 22:38:48 GMT  
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Hey Bernd, just wanted to mention that I saw a photo of the side of this box, it has a sticker of the model name: "Sea Beauty". Ever hear of it? Anyway hoping that may help to date this more precisely although I have yet to come up w any hits.

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Subject: Re: Gruen Box  
Posted by [Brian S](#) on Sun, 10 Apr 2022 00:59:51 GMT  
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Thank You!

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Subject: Re: Gruen Box  
Posted by [Barney Green](#) on Sun, 10 Apr 2022 10:00:18 GMT  
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I am only aware of a 1967 "Sea Beauty" as an original Gruen, not Guildcraft, model sold through the Bennett Brothers Inc.  
Due to the reuse of names I would assume that it is not the same model, but to me the model name would indicate a ladies watch also for a Guildcraft model.

Here my Sea Beauty with not original band (looking for one!)

Would the sticker also have the model number 4952W2745?

Barney

### File Attachments

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1) [Sea Beauty.jpg](#), downloaded 2208 times



2) [Bs Sea Beauty.jpg](#), downloaded 2220 times





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Subject: Re: Gruen Box

Posted by [Ephemerald](#) on Sun, 10 Apr 2022 17:36:00 GMT

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Barney Green wrote on Sun, 10 April 2022 04:00 Would the sticker also have the model number 4952W2745?

It looks to me like the sticker reads: "SEA BEAUTY GC 782 WHITE"

I will guess GC stands for Guildcraft, 782 is model number? and "white" is the colour of the dial?

I would post a small clip of photo but did not want to assume it was just ok. But you can easily see

for yourself Bernd as it looks like the box ships to Germany.  
Interesting about your Sea Beauty being a regular Gruen model.

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