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Subject: Re: Caliber 96 (United Watch Co + Gruen Guarantee)

Posted by [Barney Green](#) on Thu, 16 Jul 2020 18:41:29 GMT

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Hi Matt,

thanks a lot for your kind words. Regarding your suggestion, it has been intended not to mention a direct transition because the Watch Specialties Co has been founded June 1917. So there is a three year gap between the two. I have a theory for the time in between, but no proof yet. April, 28th 1914, Gruen registered the "Hallmark" brand in Switzerland. Same time in the US the "United Jewelers Inc." registered "Hallmark" in the US. The United Jewelers Inc. had been a cooperation off more than 800 Jewelers, many of them were Gruen dealers. Again coincidence? Or a second try to implement a low cost line with Gruen as "secret" supplier in Switzerland, this time not as a separate company there, but via the trademark? I am almost sure but cannot proof this. After three years the "United Jewelers Inc." might have had trouble with the Gruens and again they started a new low cost channel with the "Watch Specialties Co." but this time they used their own channel directly.

It might be worth mentioning that in fact Gruen registered the company under the name "Watch Specialities Co. A.G." with the additional "i".

[edit] Ah, after a second reading I got what you wrote: "Gruen Guarantee" has been the bridging element. Yes, this may be true as well, so that there were three channels in parallel Gruen, Gruen Guarantee and Hallmark...

Barney

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