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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 1109 times

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*Guildcraft*  
by Gruen

17 JEWELS

SWISS