

---

Subject: Gruen Guildcraft Box

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

[View Forum Message](#) <> [Reply to Message](#)

---

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

---

**File Attachments**

1) [Gruen Guild Box.jpg](#), downloaded 2695 times

---

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

[View Forum Message](#) <> [Reply to Message](#)

---

I believe from the late 1960s.

---

---

Subject: Re: Gruen Box

Posted by [Ephemerald](#) on Sat, 09 Apr 2022 15:54:48 GMT

[View Forum Message](#) <> [Reply to Message](#)

---

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.

---

---

Subject: Re: Gruen Box

Posted by [Barney Green](#) on Sat, 09 Apr 2022 16:04:08 GMT

[View Forum Message](#) <> [Reply to Message](#)

---

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

---

File Attachments

1) [Guildcraft4.jpg](#), downloaded 2392 times



Subject: Re: Gruen Box

Posted by [Ephemerald](#) on Sat, 09 Apr 2022 16:20:49 GMT

[View Forum Message](#) <> [Reply to Message](#)

---

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?

---

Subject: Re: Gruen Box

Posted by [Barney Green](#) on Sat, 09 Apr 2022 17:10:58 GMT

[View Forum Message](#) <> [Reply to Message](#)

---

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.

---

Subject: Re: Gruen Box

Posted by [Ephemerald](#) on Sat, 09 Apr 2022 22:38:48 GMT

[View Forum Message](#) <> [Reply to Message](#)

---

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.

---

Subject: Re: Gruen Box

Posted by [Brian S](#) on Sun, 10 Apr 2022 00:59:51 GMT

[View Forum Message](#) <> [Reply to Message](#)

---

Thank You!

---

Subject: Re: Gruen Box

Posted by [Barney Green](#) on Sun, 10 Apr 2022 10:00:18 GMT

[View Forum Message](#) <> [Reply to Message](#)

---

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

1) [Sea Beauty.jpg](#), downloaded 2248 times



2) [Bs Sea Beauty.jpg](#), downloaded 2264 times



---

Subject: Re: Gruen Box

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

[View Forum Message](#) <|> [Reply to Message](#)

---

Barney Green wrote on Sun, 10 April 2022 04:00Would 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.

---