
Subject: Re: Watch identification

Posted by [Barney Green](#) on Wed, 06 Sep 2017 07:07:37 GMT

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

Yes, I'd agree with afire, this should be the "21" logo.

Joyce: this is indicating that this watch is incorporating a US made higher end 21 jewel movement. These watches were mainly produced mid fifties, so it should be a bit older than you expected. This should be a Strap 812 from 1953/54. It is part of the 1953 "All Star" series which was introduced late 1953 and sold under the sales name "Gruen Celebration". Introduction price was \$59.50, the SRP was \$69.50. Crystal and strap are replacements, but in very good shape, the band comes pretty close to the original.

Here is a snipping from an advertisement from November 1953:

File Attachments

1) [Celebration.JPG](#), downloaded 1750 times



GRUEN CELEBRATION

Unusual beauty
famed Gruen quality
21 jewels for super
accuracy. Dust &
shock resistant, f
Gold filled.

\$59

Usually \$69