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Subject: Gruen Celebration

Posted by [Joyce](#) on Sat, 02 Sep 2017 18:51:50 GMT

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Model name :Gruen Celebration

Type :Gruen 21

Period/date :1953

Gender :Gents

Case Maker :Gruen

Case Material :Unknown

Case Serial :Unknown

Case Style no :

Caliber :335

Movement Maker :Gruen

Movement Serial:

Bracelet :

Other info :

I have my fathers wind up Gruen which is in a Curvex style with plastic crystal. Under Gruen where Curvex would be is a logo instead. Do you know when logos were added to the face? The back says Gruen Base Metal with logo & no numbers. I am assuming this is a watch from the 60s. He died 20 years ago at 80.

edit (jw) - added images per member request

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### File Attachments

1) [FullSizeRender.jpg](#), downloaded 1598 times

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2) [IMG\\_5444.jpeg](#), downloaded 1667 times



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Subject: Re: Watch identification  
Posted by [JackW](#) on Sun, 03 Sep 2017 14:00:04 GMT  
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Hi Joyce,

Gruen did do custom dials. Pictures of your watch would help add to the conversation about it.

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Subject: Re: Watch identification

Posted by [afire](#) on Tue, 05 Sep 2017 21:10:36 GMT

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"21" logo, no?

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Subject: Re: Watch identification

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

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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:

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#### File Attachments

1) [Celebration.JPG](#), downloaded 1273 times

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## GRUEN CELEBRATION

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

**\$59**

Usually \$69