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Subject: Strap 570

Posted by [Ephemerald](#) on Mon, 03 Oct 2022 04:43:10 GMT

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Gruens have many dial variants, so that's one reason we ID a Gruen by it's case. But what about when the watchcase looks like this?

No doubt a genuine model based off this photo from my copy of "Masterbook" (Flex bracelet dates to later period)

Did Gruen just slap on a diff dial on a Pan Am Ace case n call it good? Probably!

But the point of this post is to assign a name to my watch. This watch has an inscription with a date:1948.

First one I find with my model is August 1948. "Gruen Veri-Thin Pan American" Interesting but I too thought it must be a mistake.

Thought:1948 is a year that Gruen was the official timepiece of Pan American Airways.

Second ad is in June 48 for Father's Day sale.

Thought: While most Pan Ams are Veri-Thins, they are seldom advertised or classified this way. It usually goes in order Gruen Pan American "Ace". They keep calling Strap 570 model "Veri-Thin Pan American".

Third ad is June 1948 Father's Day again, wait is this a National ad campaign?

Normally three separate ads is enough for me to accept a Gruen Watch model name. But I'm STILL skeptical but important clue in that last ad; Esquire. Yes, Strap 570 featured in a nation wide ad campaign. What is the name of my watch?

### File Attachments

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1) [20220928\\_132740.jpg](#), downloaded 1335 times



2) [20220928\\_172524.jpg](#), downloaded 1342 times



3) [10Aug48.jpg](#), downloaded 1334 times



For those who  
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# GRUEN wat

WITH SWEEP SECOND

*IDEAL FOR:*



4) [VTPAJune48.jpg](#), downloaded 1319 times



**SARTO**

has the perfect

for "His Majes

**GRILL**

5) [VTPAJune48Daniels.jpg](#), downloaded 1330 times

