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

1) 20220928_132740.jpg, downloaded 3496 times


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2) 20220928_172524.jpg, downloaded 3614 times


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3) 10Aug48.jpg, downloaded 3559 times



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