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Subject: Re: Strap 570

Posted by [Ephemerald](#) on Mon, 03 Oct 2022 04:52:05 GMT

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One more local, will that convince you?

In fact, there are \*numerous\* ads saying Strap 570 is called "Veri-Thin Pan American".

With this ad in Esquire, July 1948, showing a new image of Strap 570 from the opposite side, I am absolutely 100% convinced of the name of my watch: "Gruen Veri-Thin Pan American".

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#### File Attachments

1) [June48.jpg](#), downloaded 1739 times

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And  
*Lubbock*

for h



2) [EsquireJuly48.jpg](#), downloaded 1710 times

July, 1948

Father's I



Veri-Thin Pan American, \$19.75

for his majesty...Dad



Curvex Camargo, \$2



Curvex "One Hundred," \$100



Because he's a prince among men...  
because he's worthy of fine things...  
and just because you love him,  
give Dad a Gruen watch this year.  
Here is a gift to be proudly worn...  
truly the crowning achievement