

---

Subject: Re: A very nice hinge lug driver's style  
Posted by [brtime](#) on Sat, 22 Jun 2013 01:49:47 GMT

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

---

Thanks, everyone. I made the appropriate edits/corrections to my original post. This is the goal, correct? To make the model identifications as correct as possible for posterity?

Interesting that the ad for the watch on goantiques.com and also Mikethewatchguy shows the watch with the band/bracelet going under the lugs rather than over them, as is done with other models like this (the Elgin wire lug model comes to mind.) This is nice because it shows off the lugs nicely, rather than hides them.

Just for kicks, I searched for "Gruen Zephyr" in google books, and came up with the following Gruen ad from an October 1, 1940 issue of Life magazine

So once again, we see Gruen "re-using" names of models past!

### File Attachments

---

1) [zephyrlifemag10.1.40.JPG](#), downloaded 2087 times



VERI-THIN ZEPHYR—17 jewel Precision movement, pink or yellow gold-filled case.....\$42.50