Subject: Veri-Thin "Dr. Pepper"
Posted by Thojil on Wed, 05 Jun 2013 20:42:47 GMT
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Model name : "Dr. Pepper"
Type : Veri-Thin
Period/date : approx. 1948
Gender : Male

Case Maker : Wadsworth
Case Material : 10k Gold Filled
Case Serial : G836943
Case Style no : 420SS/543

Caliber : 420SS
Movement Maker : Gruen
Movement Serial: B189946

Bracelet :

Other info :
Odd dial that apparently was produced for "Dr. Pepper" as award or promotion watch for employees, but that is about all I know about it.

File Attachments

1) Img_0251b.jpg, downloaded 3464 times



2) Img_0252b.jpg, downloaded 3427 times



3) Img_0254b.jpg, downloaded 3337 times



Subject: Re: Veri-Thin "Dr. Pepper"
Posted by MonKee on Wed, 05 Jun 2013 21:10:29 GMT

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You know Thojil I just have to ask, between this watch and those pictures of that drop dead gorgeous Chrono Timer you posted what's the penalty for Burglary in Switzerland?

Subject: Re: Veri-Thin "Dr. Pepper"
Posted by mikey on Wed, 05 Jun 2013 22:07:43 GMT
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I have a mini Schnauzer named "Dr Pepper"... That is a nice watch though. A bit of an odd dial without the number '8'.

Subject: Re: Veri-Thin "Dr. Pepper"
Posted by JackW on Wed, 05 Jun 2013 22:46:22 GMT
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I've seen this dial on a watch before. Interesting! How on Earth did you track down the relationship to Dr. Pepper?

Subject: Re: Veri-Thin "Dr. Pepper"
Posted by Gary on Wed, 05 Jun 2013 23:27:13 GMT
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JackW wrote on Wed, 05 June 2013 22:46I've seen this dial on a watch before. Interesting! How on Earth did you track down the relationship to Dr. Pepper?

The dial!

Wiki: "Dr Pepper Time", according to one promotion, was at 10, 2 and 4 o'clock. During World War II, a syndicated radio program, The 1024 Ranch (later titled 1024 Time), aired in the South and other areas where Dr Pepper was distributed. The show featured the Sons of the Pioneers and Dick Foran."

Subject: Re: Veri-Thin "Dr. Pepper"
Posted by mikey on Thu, 06 Jun 2013 00:35:55 GMT
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GaryM wrote on Wed, 05 June 2013 19:27JackW wrote on Wed, 05 June 2013 22:46I've seen this dial on a watch before. Interesting! How on Earth did you track down the relationship to Dr. Pepper?

The dial!

Wiki: "Dr Pepper Time", according to one promotion, was at 10, 2 and 4 o'clock. During World War II, a syndicated radio program, The 1024 Ranch (later titled 1024 Time), aired in the South and other areas where Dr Pepper was distributed. The show featured the Sons of the Pioneers and Dick Foran."

Dang...the things i learn just listening to you.

Subject: Re: Veri-Thin "Dr. Pepper"
Posted by JackW on Thu, 06 Jun 2013 01:10:44 GMT
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That is a first-class connection that you made. Awesome!

Subject: Re: Veri-Thin "Dr. Pepper"
Posted by Gary on Thu, 06 Jun 2013 01:23:22 GMT
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Subject: Re: Veri-Thin "Dr. Pepper"
Posted by Thojil on Thu, 06 Jun 2013 10:08:51 GMT
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Fantastic Gary, this is more than I could hope for! Great information that makes the dial even more interesting to me now. Proving again how much value this Forum can offer.

Actually I bought this one 2 years ago with the intention to use it as a donor case & movement thinking that somebody tried to make his own dial I guess more did as I was the only one bidding and paid only 20$ for it. Once I got it and checked the dial more carefully it looked like it was original, but still the watch disappeared in a drawer. Recently it surfaced again and I decided to restore it after I found a picture of another one sold in an auction as a "Dr Pepper". Hence I assumed it was a "Dr Pepper" award watch.

...and MonKee yes you can try, but my German Shepherd will have you for breakfast

---

Subject: Re: Veri-Thin "Dr. Pepper"
Posted by Bazzab on Thu, 06 Jun 2013 13:31:42 GMT
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Great Post

Nice watch Thojil
Fantastic Research Gary!
Makes the watch that more special, without it, I would be looking to have it redialed
B

Subject: Re: Veri-Thin "Dr. Pepper"
Posted by afire on Thu, 06 Jun 2013 14:48:34 GMT
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Well that's all new to me. I'd have never recognized the significance of 10-2-4. Cool watch. You don't see many Gruens at all with custom dials.

Subject: Re: Veri-Thin "Dr. Pepper"
Posted by JackW on Sun, 03 Sep 2023 17:50:59 GMT
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A small addition to this old thread of thojil's

A recent post on this Dr. Pepper watch, prompted me to buy one from the swamp when it came up for a BIN at a reasonable price. Not this one, that Gary has pointed out previously.

The only thing to add is that every single time I see one of these, the fact that the dial is not signed "Switzerland" suggests to me that either these were "Pan Am dials" refinished or that the dials were wholly produced domestically for this line of watches. Also all seem to be either G8 or G9 case serials which would be at the end of the Pan Am run.

Lastly, the only advert in the 1958/59 timeframe that I can find for these, is a mention of a Dr Pepper watch, a $75 value, as a door prize.
edit - I seem to be not the only one that has seen this advert, featured is a similar discussion on WUS.

*there is some crud floating around inside the watch as I have not had an opportunity to clean it.

File Attachments

1) DrPepper_gruen_The_Sacramento_Bee_1948_05_04_page_10.jpg, downloaded 2939 times

Free

WEDNESDAY, M

WIN

Every guest at our p

prizes . . . such alw

Toastmasters . . . m

Dr. Pepper Gruen W

2) Dr_Pepper_Gruen_sm.jpg, downloaded 2981 times



Subject: Re: Veri-Thin "Dr. Pepper"
Posted by Scoflaw on Mon, 04 Sep 2023 19:21:55 GMT
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I posted a while back regarding a Gruen watch I discovered in an auction lot. I have since had the watch serviced, and done a short video about the watch. I have no connection to the jeweler, nor is the watch for sale. I am including a link to the video. (I hope that is allowed.) Please forgive any errors in the video, as I am not a collector, and the video was just meant for entertainment. Thanks to everyone for your knowledge, as it provided a nice history for the watch.

-Scott

https://youtu.be/mfbq-O-I3Wk

PS One interesting detail, I failed to mention in the video, but on the inside of the case, there were a number of dates and names that had been scratched inside. ‘1961’ can clearly be seen.