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 3494 times


45
9

2) 20220928_172524.jpg, downloaded 3612 times


12
11
10
9

3) 10Aug48.jpg, downloaded 3557 times



For those who
their Time in S



GRUEN wat

WITH SWEEP SECOND

IDEAL FOR:



4) VTPAJune48.jpg, downloaded 3427 times

The tent was an old blue sat-

SARTO

has the perfect

for "His Majes

GRU

5) VTPAJune48Daniels.jpg, downloaded 3509 times



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".

File Attachments

1) June48.jpg, downloaded 3020 times



And
Lubbock

for h

2) EsquireJuly48.jpg, downloaded 2998 times

Father's D



Veri-Thin Pan American, $49.75





Curvex Camargo, $7

for his majesty...Dad



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

Subject: Re: Strap 570
Posted by Case on Mon, 03 Oct 2022 14:01:43 GMT
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I’m convinced!

Subject: Re: Strap 570
Posted by Gary on Mon, 03 Oct 2022 14:16:35 GMT
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And I'd rather wear this Pan generic dial then the others, clean!

Subject: Re: Strap 570
Posted by Barney Green on Mon, 03 Oct 2022 14:45:49 GMT
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You convinced me as well. I have never paid enough attention to become aware of this model being called "Veri-Thin Pan American", but I also have 8 advertisements showing in in 1948. There are some older advertisements which feature different watches under the same name, so I never noticed the consistency in 1948 for this particular watch. Cool ID, so far I have always missed this watch!
Also important is the countercheck if this watch was also advertised under a different name. The check did not bring up a fit, so the ID should be confirmed.

Subject: Re: Strap 570
Posted by timeliz on Thu, 10 Nov 2022 21:32:01 GMT
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I always thought so... :)...although, mine is an autowind.
https://www.vintagegruen.org/vgforum/index.php?t=msg&th= 211&start=0&

Subject: Re: Strap 570
Posted by Ephemerald on Thu, 10 Nov 2022 22:09:47 GMT
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"I always thought so....:)".

:)

Always thought so that the "Case bezel style is very similar to the PanAm Ace but larger"?

But to be clear, my case is completely different model and construction than your case. (Not just size, bezel lip, but back also, and different style...

My hyperbole "did Gruen just throw a diff dial in a Pan Am Ace case?".

In fact was just that. Gruen was of course far more thoughtful, you can see here that it is the bezel and therefore the size of lugs, that really distinguished it from the Ace.

Thanks for comment. It's nice to see you around again. Def interested in your model, but dates from after Gruen/ PA deal. Do you have a name?

File Attachments

1) 20221110_150541.jpg, downloaded 3239 times



Subject: Re: Strap 570
Posted by timeliz on Thu, 10 Nov 2022 22:31:41 GMT
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Nope, no name & have never seen another like it.

Subject: Re: Strap 570
Posted by JackW on Sat, 13 May 2023 00:06:56 GMT
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I picked up one of these recently. I was intrigued by Matt's post on this watch. When I saw one in the swamp the other day, I made a play for it.

The case as Matt notes has a ridge or raised bevel at the crystal seat:

What I was interested in was the serial number information. Matt's adverts he shows are June 1948 and another one in Aug 1948. After several hours of sleuthing on my part, I found only one additional advert that show this watch. This advert is from October 1949. It is pretty much the same advert Matt found from Aug '48.

This give a little more than a year, year and a half, for the watch.... This jives with the following

Movement serial is B-580073 which should put this in the 1947-48
Case serial is G929822 which puts it to the 1948/49 production year.

The winding crown is not correct.

I'm also befuddled by the 'X's all over the movement. There are two discernable service marks on the watch.

In the image of the "master book" that Matt shows and also in the version that Bruce S. published, the listing for the strap 570 also indicates that this came in a solid 14k case. That would be interesting to verify.

fyi... the expansion bracelet is not original. It is marked 'Bulova'

File Attachments

1) The_Post_Register_Mon__Oct_10__1949_.jpg, downloaded 2682

times

GRUEN W

WITH SWEEP SECO

IDEAL FO



Left to right:

Veri-Thin Pan American	$49.75
Veri-Thin Samaritan	$45.00

2) IMG_1137_sm.jpg, downloaded 2802 times



3) IMG_1138_sm.jpg, downloaded 2717 times



4) IMG_1134_sm.jpg, downloaded 2802 times



5) IMG_1135_sm.jpg, downloaded 2745 times


CASED&TIMED IN U.S.A.
BY
GRUEN
WATCH CO.
Wadsworth
10K.GOLD FILLED BEZEL-GUILDITE BACK
G929822
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