
Subject: Re: Strap 570

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

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

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 2247 times



And
Lubbock

for h

T



2) [EsquireJuly48.jpg](#), downloaded 2209 times

July, 1948

Father's Day



Veri-Thin Pan American, \$19.75



for his majesty...Dad



Curvex Camargo, \$25



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