
Subject: Curvex Ristside Falcon aka Batwing
Posted by [Thojil](#) on Mon, 18 Sep 2017 08:43:52 GMT
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Model name : Ristside Falcon

Type : Curvex

Period/date : 1949

Gender : Male

Case Maker : APEX Watch Case Company Co.

Case Material : 10k Gold Filled

Case Serial : C27761

Case Style no : 440-641

Caliber : 440

Movement Maker : Gruen

Movement Serial: C2430

Bracelet : Original Gruen. The original strap however may have been a special strap allowing you to wear it on the side of your wrist with the buckle centrally positioned under your wrist (need confirmation).

Other info : The same case fitted with a metal stretch band was named the Fraternity. In addition to the black dial a silver dial existed as well.

The same time Gruen launched a solid gold version with a different case design named Royalty.

The launch ad from November 1949 is promoting the Ristside models as "the first major advance in watch making design since the introduction of the wristwatch". Interestingly Gruen is not capitalising on their own history by making reference to the earlier 1938-1939 models like the Lord, Envoy and Admiral which apparently were not very successful. The early models could only be worn on the side of the wrist while these new Ristside models with their flexible lugs could be worn either way. I guess Gruen did learn from their mistakes in the past...

File Attachments

1) [Gruen Curvex Ristside Falcon cal.440 2.5.jpg](#), downloaded 2793 times

ING A CAR—time at a
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PRECISION WORK — the
Ristside gives you quick,
time no matter how occu-
pands may be.



WING PEOPLE—with the Gruen
dial in direct view there is
no need for impatient tell-tale

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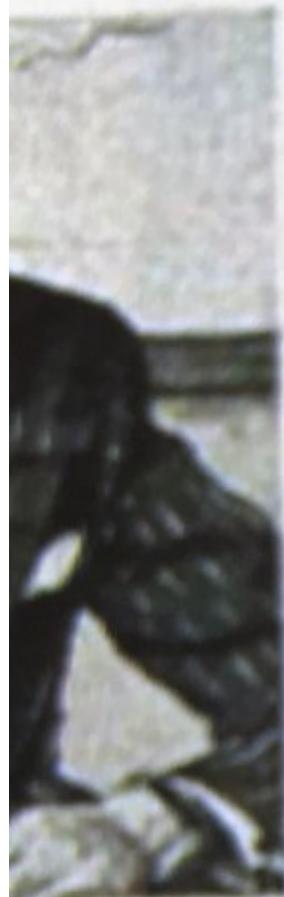
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4) Gruen Curvex Ristside Falcon cal.440 2.2.jpg, downloaded
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Ristside Falcon, \$59.50



Ristside Fraternity, \$71.50

Now... the first major advance in watchmaking design since the introduction of the wristwatch. Curvex Ristside, exclusive with Gruen... functionally designed to be worn on the side of your wrist, with the dial in a direct line of vision. No wrist-twist, no wrist-fumble when you want to see the correct time. It hugs the wrist comfortably and won't slide from side to side. The movement is curved to fit the curve of the case, utilizing every fraction of space to permit large sturdy parts... so essential for brilliant accuracy. Only the patented Gruen Curvex movement makes this possible. Gruen is the official timepiece of TWA—Trans World Airline. The Gruen Watch Company, Time Hill, Cincinnati 6, Ohio, U.S.A. In Canada: Toronto, Ontario.

Listen Sundays, NBC, to Gruen \$25,000.00 Jackpot Quiz Radio Show, "Hollywood Calling." Get free Clue-Record booklet at your Gruen Jeweler.

*REG. U. S. PAT. OFF.



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ESQUIRE : November