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 4445 times

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4) Gruen Curvex Ristside Falcon cal.440 2.2.jpg, downloaded 4309 times


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5) 1949 Ristside models.JPG, downloaded 4380 times

