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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...

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## File Attachments

1) [Gruen Curvex Ristside Falcon cal.440 2.5.jpg](#), downloaded 1713 times

ING A CAR—time of a  
taking eyes off the  
xing your grip on



**PRECISION WORK** — the  
Ristside gives you quick,  
time no matter how occu  
ands may be.



**WING PEOPLE**—with the Gruen  
dial in direct view there is  
side or impatient tell-tale

**GRUEN**

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2) [Gruen Curvex Ristside Falcon cal.440 2.3.jpg](#), downloaded 1738 times

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3) [Gruen Curvex Ristside Falcon cal.440 2.1.jpg](#), downloaded  
1771 times

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4) [Gruen Curvex Ristside Falcon cal.440 2.2.jpg](#), downloaded  
1747 times



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5) 1949 Ristside models.JPG, downloaded 1769 times



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.

GRUEN 75<sup>th</sup> YEAR

GRUEN  
THE P...

**ESQUIRE : November**

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Subject: Re: Curvex Ristside Falcon aka Batwing  
Posted by [kastner](#) on Mon, 18 Sep 2017 12:57:33 GMT  
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Wait, a different band changed it from a Falcon to a Fraternity? I never knew that, thanks for the great info (and for posting the nice watch too). My black dial is SN C22619 and my silver dial is SN V33492.

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Subject: Re: Curvex Ristside Falcon aka Batwing  
Posted by [Falcon](#) on Sun, 20 Aug 2023 08:34:41 GMT  
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The Falcon doesn't have numbers all the way around the dial

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Subject: Re: Curvex Ristside Falcon aka Batwing  
Posted by [Barney Green](#) on Sun, 20 Aug 2023 19:34:59 GMT  
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Dials are not binding at Gruen, they often randomly changed at many models.

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Subject: Re: Curvex Ristside Falcon aka Batwing  
Posted by [Falcon](#) on Tue, 22 Aug 2023 13:54:58 GMT  
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Then what's the difference between the Fraternity and a Falcon? That's the only difference I can see between them in the factory advertisement.

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Subject: Re: Curvex Ristside Falcon aka Batwing  
Posted by [afire](#) on Tue, 22 Aug 2023 16:06:01 GMT  
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The Falcon came with a leather strap and the Fraternity came with a gold filled bracelet. Gruen often assigned different names for the same watch based on that distinction.

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Subject: Re: Curvex Ristside Falcon aka Batwing  
Posted by [Falcon](#) on Tue, 22 Aug 2023 22:19:27 GMT  
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Then basically they are the same watch? There aren't many around with the original band.

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Subject: Re: Curvex Ristside Falcon aka Batwing  
Posted by [Barney Green](#) on Wed, 23 Aug 2023 09:22:27 GMT  
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Yes, the watch itself is the same.

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Subject: Re: Curvex Ristside Falcon aka Batwing

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Posted by [Falcon](#) on Wed, 23 Aug 2023 14:22:48 GMT

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Would you say one dial is more rare than the other? Most of the ones I seen on line have the numbers all the way around the dial but that may just be me.

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Subject: Re: Curvex Ristside Falcon aka Batwing

Posted by [C. Hurt](#) on Thu, 24 Aug 2023 01:52:38 GMT

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As afire mentioned, it was Gruen's practice to use different names to indicate which type of band (leather strap or metal bracelet) the watch was sold with. But like everything else with Gruen, this doesn't occur all of the time.

The full italic dial is more commonly seen, but I don't know of any documentation that is available to establish numbers.

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