



1953-2003

50 Jahre Geschichte: die Rolex Submariner



1926_First_Oyster.tif

50 Jahre SUBMARINER

1926 entwickelt Rolex die erste wirklich hermetisch gegen Feuchtigkeit, Luft und Staub abgedichtete Armbanduhr mit dem passenden Namen Oyster und meldet sie zum Patent an. Um das Eindringen von Wasser zu verhindern, wurden die Gehäuseteile anfangs mit Metalldichtungen verschraubt.

Daily Mail
FOR KING AND COUNTRY
PUBLISHED WEEKLY IN 1916

The Marvellous
ROLEX
WRIST WATCH
The World's Best by Every Test

20 WORLDS RECORDS

20 WORLDS RECORDS

MAKE IT A ROLEXMAS

A LIFETIME GIFT FOR CHRISTMAS.

Rolex introduces for the first time the greatest triumph in watch making ROLEX OYSTER

THE ROLEX WATCH CO. LTD. GENEVA SWITZERLAND

1926_DailyMail.tif



1927_Gleitze.tif

50 Jahre SUBMARINER

1927 durchschwimmt Mercedes Gleitze mit einer Rolex Oyster am Arm den Ärmelkanal ; das Unternehmen verkündet diesen Erfolg stolz auf der Titelseite der Londoner Tageszeitung Daily Mail.

Daily  Mail
THE KING AND QUEEN
 THURSDAY, NOVEMBER 23, 1927

**Rolex introduces for the first time
 the greatest Triumph in Watch-making**

ROLEX 'OYSTER'

The Wonder Watch that Defies the Elements.

**MOISTURE-PROOF
 WATER-PROOF
 HEAT-PROOF
 VIBRATION-PROOF
 DUST-PROOF**

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 Geneva, Switzerland
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BEING hermetically sealed the Rolex 'Oyster' is proof against changes of climate, dust, water, damp, heat, moisture, cold, sand or grease; it can, in consequence, be worn in the sea or bath without injury, nor would arctic or tropical conditions affect the wonderful precision of its beautifully poised movement. The introduction of the Rolex 'Oyster' model marks an unique development in the forward stride of the chronometric science, and perfect timekeeping under all conditions is at last a possibility.

**Send for this
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 it's FREE!**

ROLEX OYSTER PRICES

The Silver, £8 15 0
 Soft Gold, £10 10 0
 Hard Gold, £12 15 0

Fitted with steel
 buckle, extra 25/-
 Metal Bracelet
 extra 25/-
 Metal Chain
 extra 25/-
 Metal Link
 extra 25/-
 Metal Buckle
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 Metal Case
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**A HANDSOME,
 FULLY INFORMATIONAL
 BROCHURE**

THE ROLEX WATCH CO. LTD.
 40-44,
 HAYES VILLAGE,
 LONDON, E.C.4.

For MEN or WOMEN.





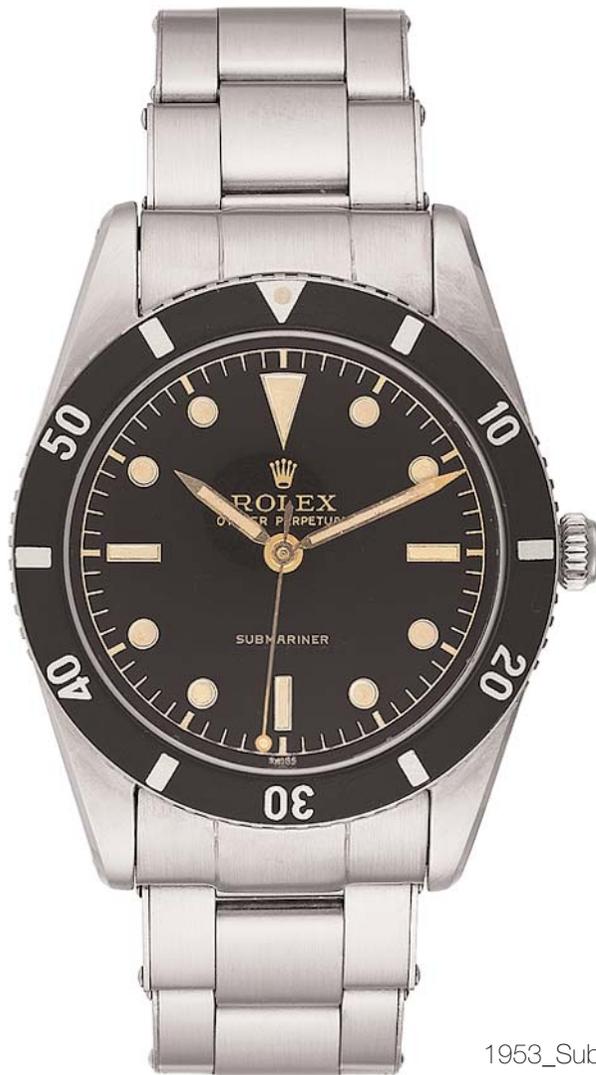

THE ROLEX WATCH CO. LTD.

HERMETICALLY SEALED - ANTI-MAGNETIC - ANTI-VIBRATION - WATER-PROOF WATCH

REPORT FROM THE JEWELLERS' ASSOCIATION OF GREAT BRITAIN
 DATED NOVEMBER THE 23RD 1927

1927_DailyMail_Extrait.tif

50 *Jahre* SUBMARINER



1953_Submariner.tif

1953 bringt Rolex die Submariner heraus. Sie ist wasserdicht bis 100 Meter Tiefe und die erste Taucheruhr mit drehbarer Lünette.

Professor Piccard clamped the Submariner onto the outside of his bathyscaph and took it 7 miles down to the ocean floor

What is it doing at the conference table?

1 Character

You may not need the Rolex Oyster Submariner for deep-sea explorations or ocean racing. But its character may suit you.

It is not a "pretty" watch. It weighs a hefty three ounces. At a full half-inch through the middle, it won't qualify as the world's thinnest watch either.

The case is machined out of a solid block of specially hardened steel.

The crystal is a special space-age synthetic. So it won't crack or scratch. (A Rolex blown up by a mine in 1940 is still keeping perfect time.)

Even the bracelet (notice the way it's fitted to the case) has double locks.

2 What we mean by "waterproof"

We invented the waterproof watch . . . invented a system that nobody has yet been able to copy successfully.

(It's quite simple really. Begin with thirty years' experience of fitting waterproof watches to tolerances of 1,000th of an inch and you're halfway there.)

A special Rolex (standard movement, modified case) accompanied Professor Piccard in a special test dive to a depth of nearly seven miles. There, where pressure is measured in tons per square inch, the Rolex fastened to the outside of Professor Piccard's bathyscaph kept perfect time.

So our waterproof guarantee really means waterproof. Drop the Rolex Oyster Submariner in 660 feet of raging Arctic Ocean for a year, and it won't miss a tick. To clean the case, scrub it down with soap and water.

Rolex Oysters have gone as "essential equipment" on expeditions to the North Pole, Mount Everest, seven miles under the Pacific, and the Sahara. All were absolutely unaffected by cold, heat, seawater, and sand. All "ran" perfectly.



3 Three more "extras"

The Rolex Oyster is automatic. Lift a glass of champagne and the movement of your wrist starts off a rotor which winds the mainspring, keeping it at the perfect degree of tension for unvarying accuracy.

The Rolex Oyster Submariner is anti-magnetic. The hands and points on its black dial are luminous for easy reading at night and at great depths. Finally, a turning bezel around the dial makes it easy to calculate decompression levels, length of telephone conversations, yacht speeds, etc. . . .

4 In steel or gold

A Rolex takes a long, hard time to create. Very few are produced each year. So you may have to wait a while for your Submariner.

Even in steel, it costs as much as some gold watches: £69.10.0. But it will still serve your son as he keeps appointments in cities under the sea.

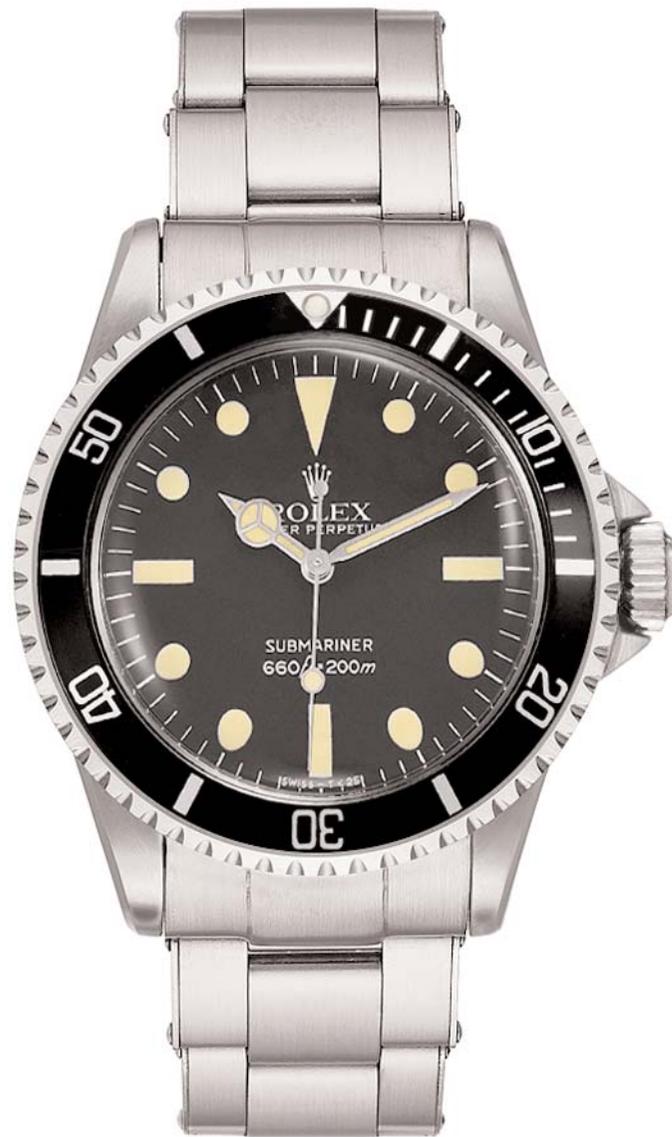


ROLEX

50 Jahre SUBMARINER

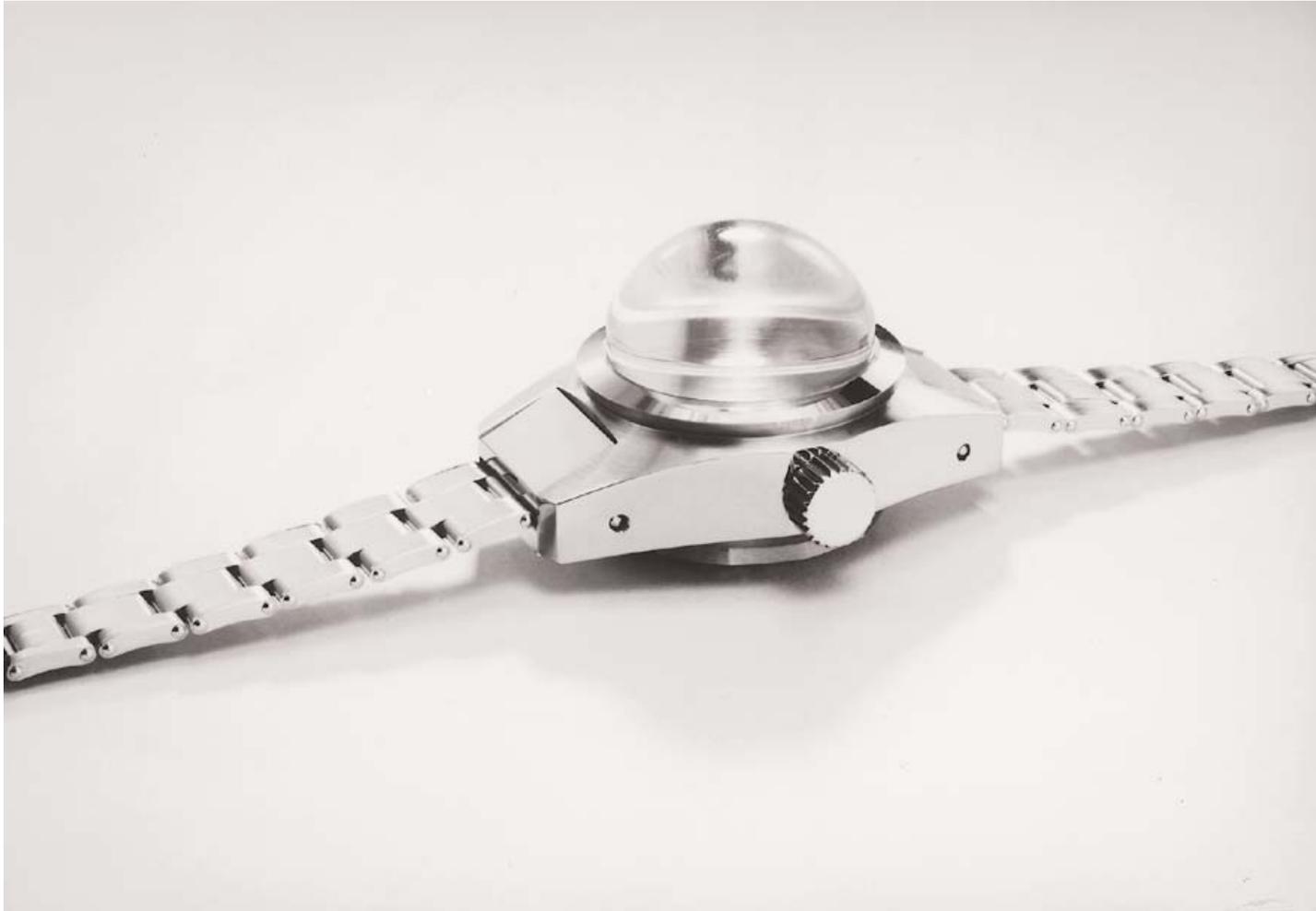
In den fünfziger Jahren stellt Rolex das Gehäuse der Oyster auf den Prüfstand und stattet die Schweizer Forscher Auguste und Jacques Piccard bei ihren Expeditionen damit aus.

50 Jahre SUBMARINER



1959 nimmt Rolex wichtige optische und funktionelle Veränderungen am Design der Submariner vor, einschließlich eines zusätzlichen Flankenschutzes an der Krone. Der Durchmesser der Armbanduhr wird von 36 auf 40 Millimeter vergrößert und sie erhält ihr unverwechselbares Aussehen: ein schwarzes Zifferblatt mit graduierter Lünette. Die Submariner wird zum Synonym der Taucheruhr.

50 Jahre SUBMARINER



1960_DeepSeaSpecialOyster.tif

1960 wird die Deep Sea Special Oyster für einen Tauchgang von Jacques Piccard entwickelt. Außen am Tiefseetauchboot Bathyscaphe angebracht, wird sie im Marianengraben des Pazifiks bis auf 10.916 Meter Tiefe herabgelassen und hält einem Flächendruck von mehr als einer Tonne pro Quadratzentimeter stand.



1960_Bathyscaphe.tif

At a depth of 501m, the Comex diver and his Rolex are both working perfectly.



A Comex diving platform from which deep-water dives are made.

Someone who has never dived himself can scarcely imagine the dangers faced by man when he enters the alien environment he finds beneath the surface of the sea. Dangers which multiply the deeper he goes, posing an ever-increasing threat to his life.

For over thirteen years, the Comex company, the acknowledged world leaders in the field of undersea diving technology, have been developing new techniques; finding new ways of allowing their divers to not only safely survive but also to work at depths previously thought impossible.

These new and revolutionary techniques led to the successful record-breaking conclusion of Comex Special Project Janus IV.

After undergoing a compression of thirty hours, Comex diver Patrick Raude was lowered in his diving bell from the dynamic positioning ship Petrel

to the sea-bed off the coast of Cavalaire.

When Raude stepped from the bell, the depth was 460m. A new world record.

A world record that, during the subsequent days, was pushed to a staggering 501m.

Janus IV had taken two years of rigorous selection, painstaking research and technological preparation in every way as demanding as a space programme.

The aims, just as dangerous and difficult to achieve.

Yet, Raude and the five other Comex divers were able to work quite comfortably at this extraordinary depth, and return to the surface suffering no ill effects.

And so did their watches. Rolex Oyster Sea-Dwellers. Comex rule that only Rolex diving watches and chronometers are to be used by their divers.

And for very good reasons. Not only is the Sea-Dweller

constructed to withstand the water pressure at such a depth, it will also comfortably survive the ascent to the surface.



The world-record dive, 501 metres.

It has a patented valve which allows the pressure inside the case to equalise as it rises.

Pressure which may cause an ordinary watch to explode.

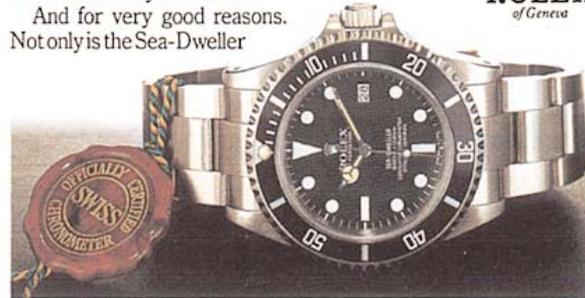
Now Comex are involved in solving the difficult problems of even deeper descents by their divers, but they remain confident of overcoming them.

One thing is certain.

Wherever a Comex diver goes, his Rolex goes with him.



The divers undergo a thirty-hour compression.

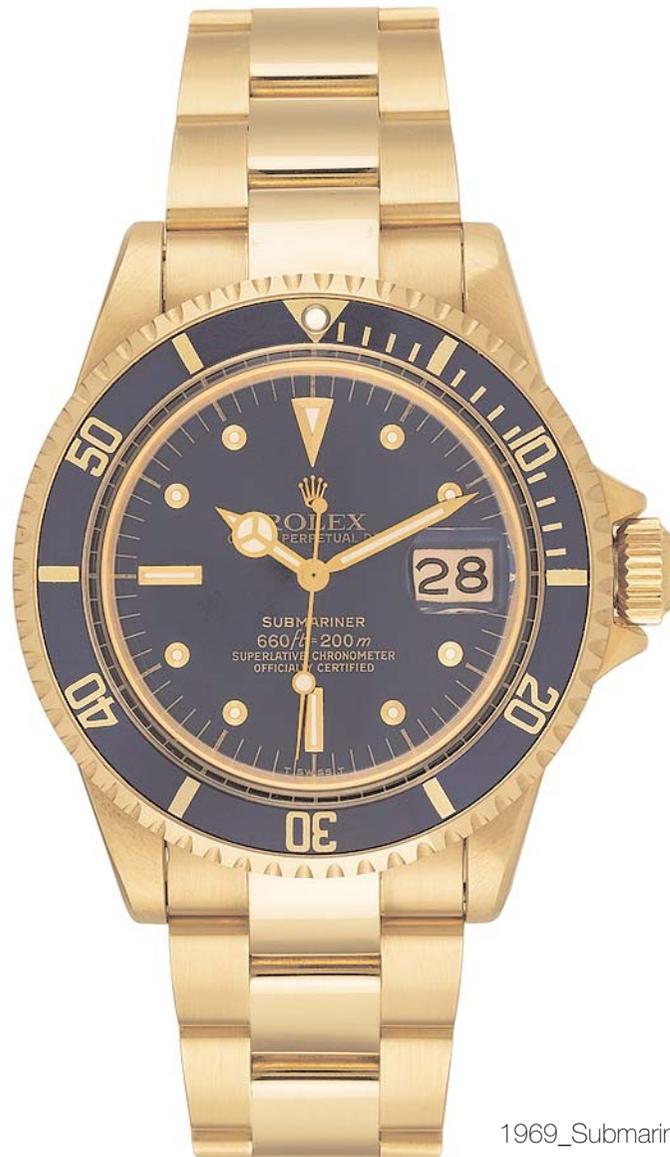


The Rolex Sea-Dweller Chronometer. Available only in stainless steel with matching bracelet.

1967 kreiert Rolex die Sea Dweller 2000 mit Helium-Sicherheitsventil, wasserdicht bis 610 Meter Tiefe. Mit diesem neuen Modell werden Taucher der Firma COMEX ausgerüstet, ein technologisch führendes Unternehmen auf dem Gebiet des Tiefseetauchens. Die Verbindung von hervorragender Leistung und hochwertiger Technologie manifestiert sich seit über einem Vierteljahrhundert in der professionellen Zusammenarbeit beider Unternehmen.

50 Jahre SUBMARINER

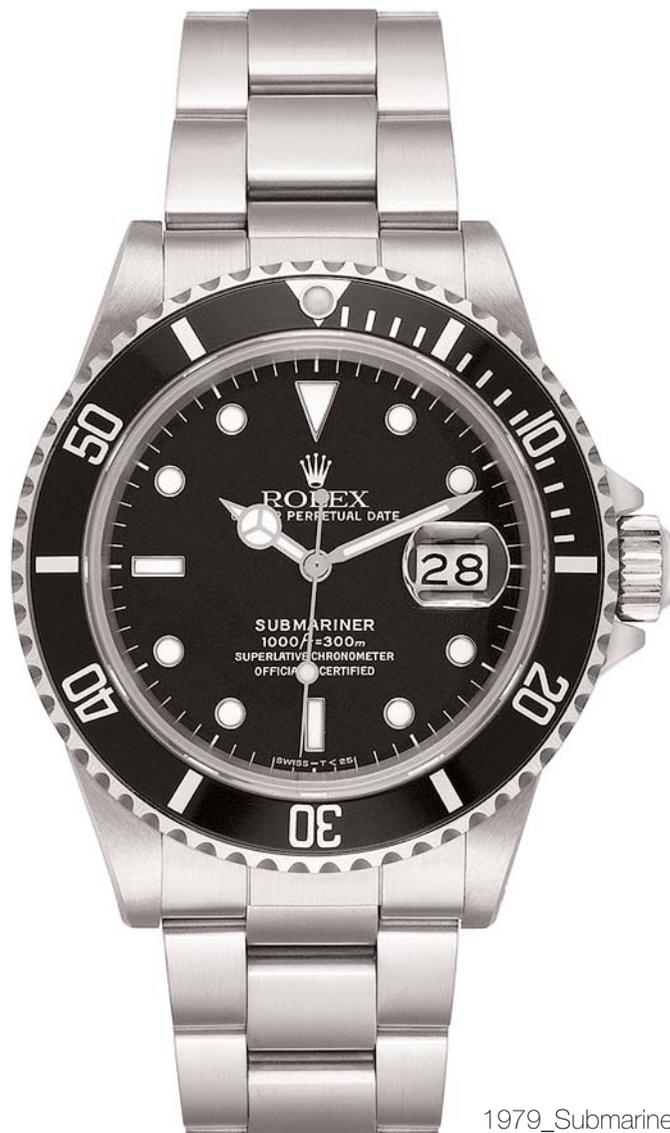
1969 bringt Rolex die Submariner mit Datumsanzeige sowie eine Modellvariante in 18 Karat Gold auf den Markt.



1969_Submariner_Gold.tif

50 Jahre SUBMARINER

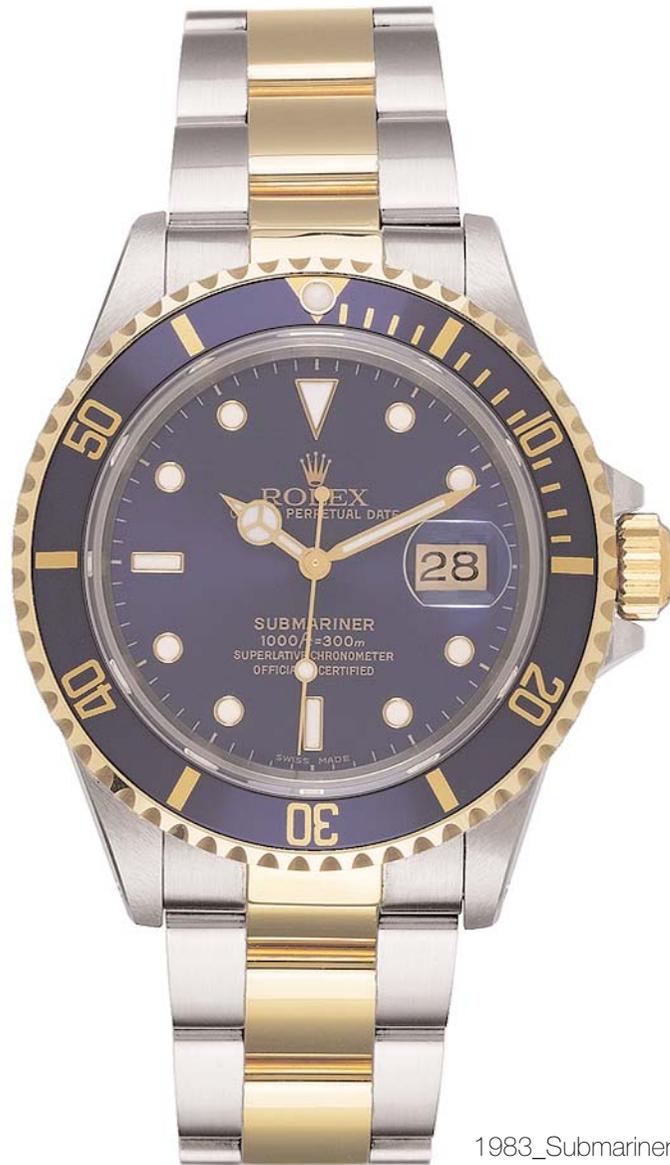
1979 ersetzt Saphirglas das bisher für die Submariner verwendete Plexiglas. Sie ist nun bis 300 Meter Tiefe wasserdicht.



1979_Submariner.tif

50 Jahre SUBMARINER

1983 ergänzt Rolex die Kollektion durch ein Modell der Submariner aus Rolesor, einer Kombination aus Stahl und Gold.



1983_Submariner_Rolesor.tif

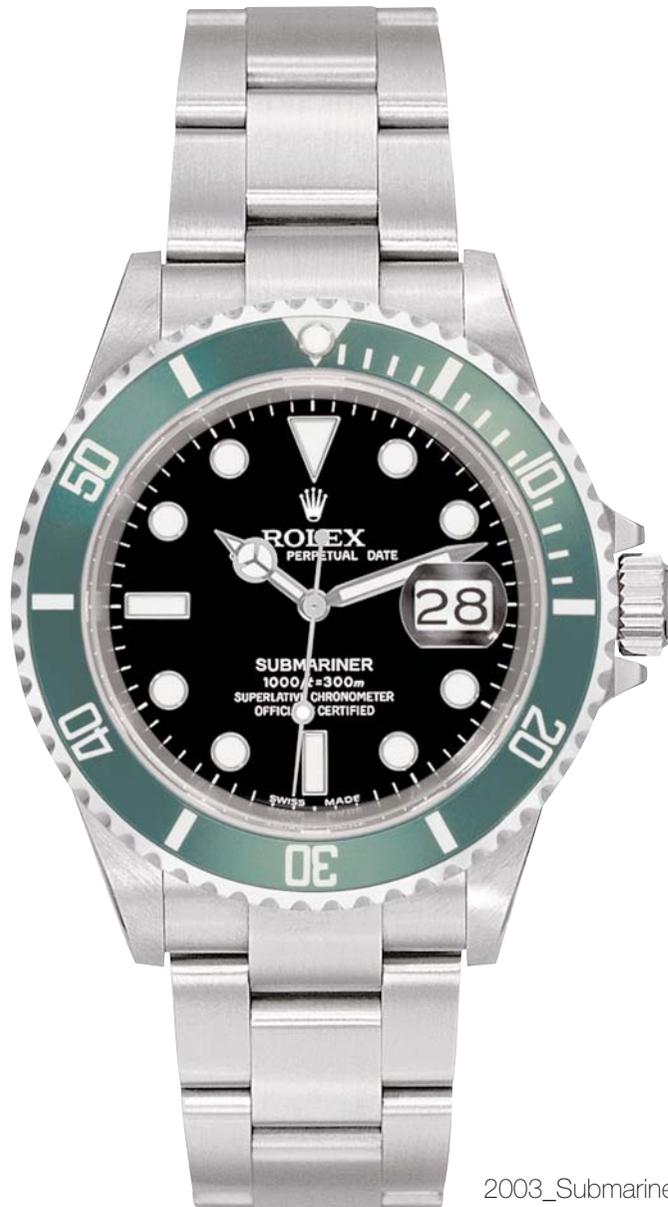
1985



25th ANNIVERSARY OF THE "TRIESTE" DEEP DIVE

50 Jahre SUBMARINER

2003 feiert Rolex das 50-jährige Jubiläum und setzt einen neuen Akzent: Das Jubiläumsmodell der Submariner erscheint mit grüner Lünette.



2003_Submariner.tif