



**1953-2003**

50 Jahre Werbung: die Rolex Submariner



# A diver's dream come true!

Frogmen, professional and amateur deep-sea divers, spear-fishing clubs and undersea research institutes all over the world have tested the Rolex Submariner and hailed it as one of the greatest contributions to the safety of diving.

"It has proved an indispensable accessory for all diving . . ." D. Rebikoff, Vice-President of the Institute of Submarine Research, Cannes.

" . . . I can, with complete confidence, recommend it to all divers." Duilio Marcante, Underwater Centre, Nervi, Genoa.

"Every member of the Mahdia expedition is convinced that (it) is one of the most important safety precautions ever supplied." Pierre Cirier, President of the Underwater Research Club of Tunis.

" . . . no other watch on test has ever finished the first set of dives—let alone the whole sequence—and remained intact and waterproof." R. M. Flanagan, Salvage Diver, Malta.



PHOTO: H. BOURGARD, CANNES

## A watch that is waterproof down to 660 feet

AS ANY DIVER KNOWS, you tend to lose all sense of time underwater. Yet accurate and reliable timing is essential for proper decompression when returning to the surface. Lacking this, many divers have endangered their lives and a number of them have been crippled by "the bends."

Rolex, who specialize in providing accurate time under any circumstances, have produced a wonderful new watch called Submariner—especially for deep divers and all those engaged in sea-going activities. The Rolex Submariner has a special Oyster case unconditionally guaranteed by Rolex to resist the fantastic pressure at 660 feet underwater.

### Revolutionary Time-Recorder

The Submariner is also equipped with a revolutionary "Time-Recorder" rim (or bezel) round the dial, calibrated from zero to 60. By turning this movable bezel so that the zero mark points to the minute hand

before he starts, the diver can always read off the time elapsed. Even in the twilight prevailing at 150 feet, or when diving at night, he can read it because the dial and all three hands are extra-luminous.

### Essential for Decompression

The "Time-Recorder" rim solves the problem of exact timing of decompression stages. By pre-setting the zero mark to the right number of minutes for correct decompression, the diver knows precisely when to continue upwards to the surface.

These revolutionary advantages are additional to the other remarkable qualities of the Submariner. Its marvellous accuracy, its Perpetual "rotor" self-winding mechanism, and the perfect protection given by its special Oyster case make the Submariner the ideal watch for everyday wear. See it at your nearest Rolex jeweller or write to us for an instructive leaflet.



**THE ROLEX SUBMARINER**—waterproof and pressure-proof to 660 feet. Extra-luminous hands and dial figures, including the sweep second hand. Superbly accurate 21-jewel movement, self-wound by the Rolex Perpetual "rotor." The Submariner is not only a diver's watch; it is ideal for all sea-going activities. Nine times out of ten, its "Time-Recorder" rim replaces the ordinary, and delicate, stop-watch. The Submariner is just the watch for yachtsmen, sailors, fishermen or anybody who needs to know the exact time above or below water.



# ROLEX

A landmark in the history of Time measurement

THE ROLEX WATCH COMPANY LIMITED (H. Wilsdorf, Founder and Chairman), GENEVA, SWITZERLAND; 1 GREEN STREET, MAYFAIR, LONDON, W.1; THE AMERICAN ROLEX WATCH CORPORATION, 200 FIFTH AVENUE, NEW YORK; THE ROLEX WATCH CO. LTD., VICTORY BUILDING, TORONTO

3638-IT K&C Rolex Time Atlantic 20 May 1957 10 x 7 1/2

Final Proof K14364

Official Agents: Hong Kong—WINKLER & Co. (HONG KONG) LIMITED; Tokyo—LIEBERMANN WALLCHLI & COMPANY; Singapore—THE BORNEO COMPANY, LIMITED; Bangkok—S. A. B., BANGKOK

3638-OP K&C Time Pacific 20 May 1957 10 x 7 1/2

Final Proof K14364

# 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**

We invented the Submariner to work perfectly  
660 feet under the sea.

It seems to work pretty well at any level.



The Rolex Submariner is a salty watch. It's the official watch for divers of the Royal Navy. That beefed-up Oyster case resists pressures down to 660 feet. You'll find it in the cockpits of most ocean racers as hard-driving skippers beat down to Bermuda, Hobart and the Fastnet Rock. How come it's seen so much where the wettest thing around is a dry Martini? Who knows. Maybe it's because the black dial goes so well with a black tie. Ask her. Maybe she knows. 

**ROLEX**

When a man has a world in his hands, you expect to find a Rolex on his wrist

THE ROLEX WATCH COMPANY LIMITED (founder: H. Widmer), GENEVA, SWITZERLAND and in LONDON at 1 GREEN STREET, W.1

# If you were racing here tomorrow



# you'd wear a Rolex.

Some of the world's best sailors wear a watch they call the best in the world.

Their reason for buckling on this anchor-weight timepiece is simple.

Its Oyster case is carved out of a solid block of hardened Swedish stainless steel. And its winding crown screws down like a miniature submarine hatch. So it's immensely strong. And it doesn't leak. Ever.

So much of the work is done by hand, each Rolex Oyster takes more than a year to make.

Some Olympic sailors feel it was time well spent.

The watch they wore while winning gold medals at Acapulco last October was the Rolex Submariner.

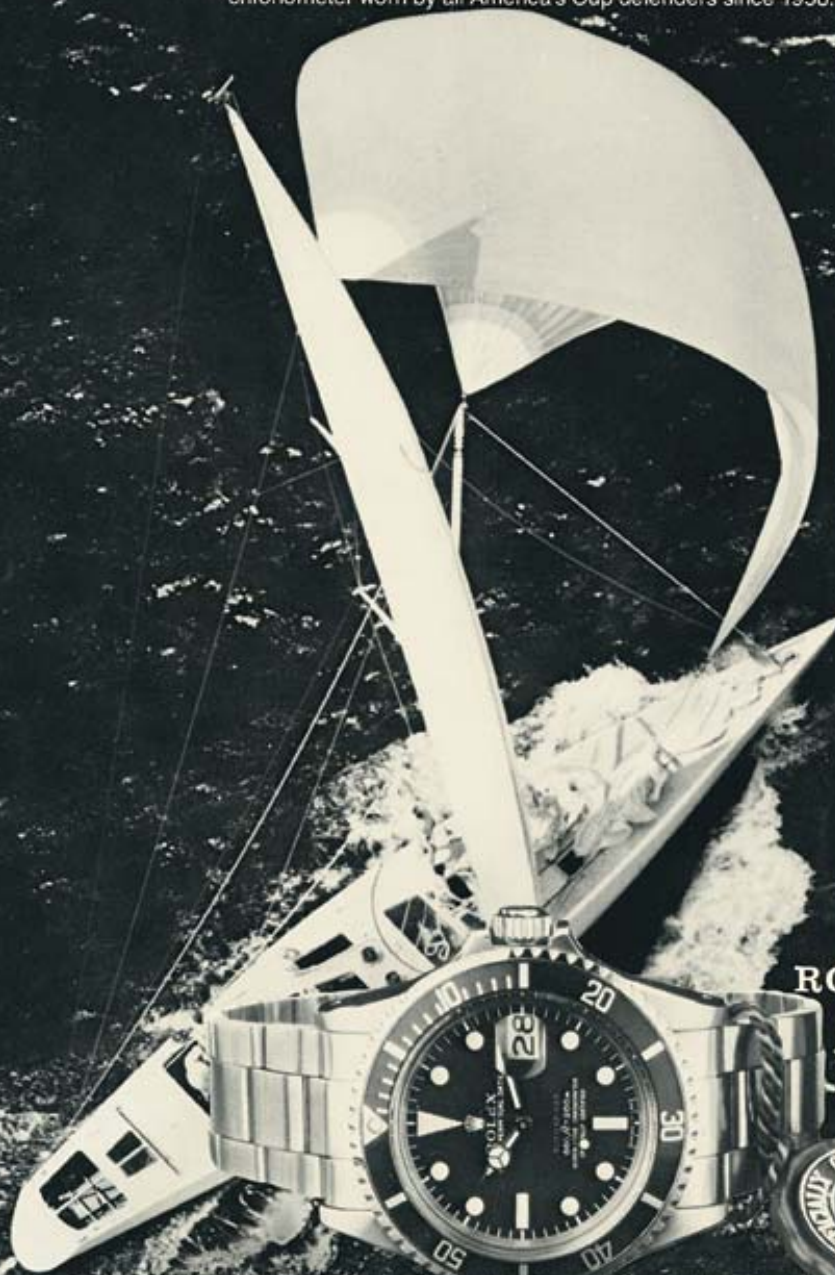


  
**ROLEX**  
OF GENEVA

Write to Rolex, Geneva, Switzerland, for free colour catalogue.

In the America's Cup, there is no second.

On this blue-water course, winner takes all. Then, timing is priceless, if it makes the difference between winning and losing. Which may explain why the superb Rolex Submariner has been the one chronometer worn by all America's Cup defenders since 1958.



ROLEX

The Rolex Submariner Date, official America's Cup watch, self-winding superlative chronometer, pressure-proof to 660 feet. In stainless steel with matching bracelet (1680/9315) \$565. In 18kt. yellow gold (1680/9290) \$4,125.

For your America's Cup 1977 Handbook, see your authorized Rolex jeweler.

Tim Severin is a writer who is as likely to be found before the mast as he is in front of the typewriter. That's because researching the seafaring legends that so intrigue him cannot stop short, in his view, of a total reconstruction of historic voyages.

And so his interest in ancient reports of the travels of St. Brendan, a 6th century abbot, eventually found Tim and his small crew facing Atlantic gales in a tiny boat made from greased oxhides fitted over ribs of ash.

## The Legend of Tim Severin.

Could St.

Brendan really have sailed from the west coast of Ireland to the New World in such a craft? The mediaeval records, Tim Severin thought, were unusually circumstantial. Known to scholars as the *Navigatio*, they read more like fact than myth.



BRENDAN'S LATTICE FRAME OF IRISH ASH

The seemingly fabulous "floating pillar of crystal," reported in the *Navigatio*, could have been an iceberg. The burning rocks hurled by giants at St. Brendan

and his crew could have been volcanic eruptions in Iceland.

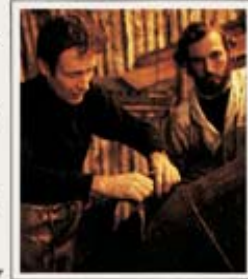
Tim was later to discover that both interpretations are feasible. But this was not before he had painstakingly built *Brendan*, the frail, oxhide boat that had to carry him and his companions through storms and pack-ice.

Sailing *Brendan* meant injury and seasickness for the



five men crammed into a boat just 36ft long on an 8ft beam. It meant days and nights bailing out angry seas in gales rising to Force 9. It meant avoiding pack-ice that, a week before, had trapped and sunk a steel icebreaker.

Miraculously *Brendan* carried them through, as her prototype could have carried St. Brendan himself.



TIM STITCHING THE OXHIDES TOGETHER

Soaked and freezing the men often were; but *Brendan's* oxhide hull only grew tougher in the icy waters. The one item on board that took the North Atlantic equally calmly was Tim's Rolex Submariner. This was more predictable, however, for its Oyster case and Twinlock winding crown are designed to be utterly waterproof.

The choice of watch was, for Tim Severin, a matter of common sense.



ROLEX  
of Geneva

THE ROLEX SUBMARINER CHRONOMETER IN STAINLESS STEEL. ALSO AVAILABLE IN 18CT. GOLD AND IN STEEL AND GOLD.

## Success in the Rolex Swan World Cup depends on time rather than tide.

This year the Rolex Swan World Cup returns to the seas off Porto Cervo, Sardinia.

Once again, some of the most elegant production craft in the world will be competing. Although Swan yachts may appear to be no more than luxurious cruisers, they are capable of providing highly exciting racing.

So it seems appropriate that the prize for which the crews compete is a Rolex Oyster Submariner – it has a similarly deceptive combination of design and function.

After all, it is an undeniably elegant watch, yet its rugged case conceals a movement capable of resisting the pressure 1000 feet below the ocean. (Something no Swan crew should ever need to test.)

A Rolex Oyster owes its resilience to the extraordinary way in which it is made – the case itself is formed from a solid block of metal using as much as sixty tons of pressure.

It is, perhaps, logical that in



an event to which Rolex lends its name, time is of the essence.

Every two years, 60 Swan yachts set off to determine which one will be the fastest to cross the finishing line, in waters which provide the perfect test for yachts, crew and equipment.

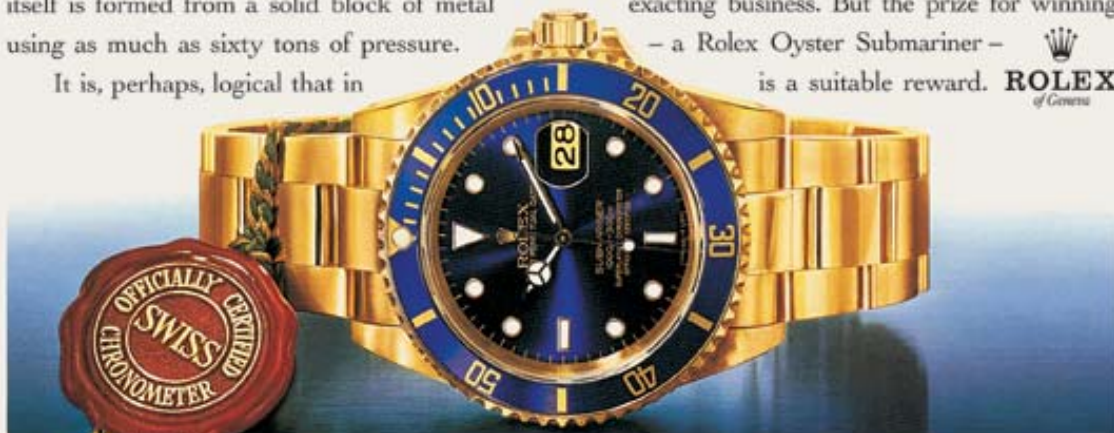
The tests that a Swan yacht must survive to become a winner are similar to those our watches have to go through before they can truly be called a Rolex.

Every single part is tested over and over again as each timepiece is assembled.

Even then, the ordeal is not over, as the completed watch undergoes a further fifteen days and nights of testing at the Contrôle Officiel Suisse des Chronomètres. Although there is only minimal tide to contend with in the Mediterranean, facing the elements is always an exacting business. But the prize for winning

– a Rolex Oyster Submariner –

is a suitable reward. **ROLEX**  
*of Geneva*



*The Rolex Submariner Date Chronometer in 18ct. gold. Also available in steel and 18ct. gold or in stainless steel.*

R O L E X S W A N W O R L D C U P 1 9 9 2 .



Professor George Bass has been called the father of marine archaeology.

In thirty years of diving for shipwrecks, none has proved more fascinating than the wreck of a Bronze Age trading vessel that sank off the Turkish coast 3,300 years ago.

The oldest known wreck in the world, it lies 150 feet below the surface of the Mediterranean.

At depths like these, Bass restricts himself and his divers to a maximum of twenty minutes at a time working on the wreck. Accordingly, he times every



dive he makes with a Rolex Submariner.

Depth of 150 feet are unlikely to trouble a watch which is perfectly at home 1,000 feet below the surface. The massively strong Oyster case is sculpted from a solid block of metal, using as much as sixty tons of pressure.

Inside beats a self-winding movement that has taken a year to make, from the very first operation on the first tiny part through to final



assembly by our craftsmen in Geneva.

The movement is also protected by the Triplock winding crown. This ingenious device screws down on to the Oyster case, closing as securely as the hatch of a submarine and offering similar protection.

Finally, every single Submariner must undergo fifteen days and nights of rigorous testing



## George Bass's Rolex travels back 33 centuries.

at the hand of an Independent Swiss Institute, the Contrôle Officiel Suisse des Chronomètres.

It is an extraordinary process. But it helps explain why Rolex timepieces have accompanied their owners across the frozen wastelands of the Arctic, the burning deserts of the Sahara and tropical rainforests of South America.

And, in the case of George Bass, on a journey 3,300 years back in time.



*The Rolex Submariner Date Chronometer in 18 ct. gold. Also available in steel and 18 ct. yellow gold or in stainless steel.*



TALENT, MUSCLE AND BRAINS ARE NECESSARY  
**TO RACE A MAXI YACHT**  
BUT UNDERSTAND, THE SEA  
DOESN'T CARE HOW MUCH OF EACH YOU HAVE.



If you're going to race a Maxi Yacht, the emerald waters between Sardinia and Corsica are the ideal setting. With fierce winds, jagged rocks and an unforgiving coast line, the slightest error in judgment by anyone in any crew on any boat can jeopardize the entire effort. Difficulty can be expected in a race considered the Grand Prix of sailing. Four short races followed by a long open dash: kevlar, carbon fibre, moulded nylon and the human spirit are pushed to their limits.

THE MAXI YACHT ROLLOUT, ORGANISED BY YACHT CLUB COSTA SMERALDA, PORTO CERVO - SEPTEMBER 18TH TO 21TH



  
**ROLEX**