



FROM LEFT TO RIGHT:

**ROLEX PRINCE BRANCARD**  
REF. 971U, 1930, sterling silver,  
mechanical movement

**ROLEX PRINCE ULTRA PRIMA**  
REF. 3362, c. 1935, pink gold,  
mechanical movement

**ROLEX PRINCE BRANCARD**  
**TIGER STRIPE** REF. 971, 1929,  
white and yellow gold,  
mechanical movement

**ROLEX PRINCE SUPER**  
**PRÉCISION AERODYNAMIC**  
REF. 3361, launched at the 1939  
Swiss National Exhibition in  
Zurich, produced in the 1940s,  
yellow gold, mechanical  
movement

The Prince, introduced  
in 1928, was one of  
Rolex's most beautifully  
designed watches of all  
time. The line was resus-  
citated in 2006, and it  
is the first Rolex to fea-  
ture a display back.

**ROLEX OYSTER**, late 1920s,  
pink gold, mechanical  
movement

**ROLEX OYSTER**, REF. 678,  
1935, yellow gold, mechanical  
movement

**RIGHT: ROLEX OYSTER**  
**PERPETUAL RIGID HOODED**  
REF. 3599, 1940s, stainless  
steel, self-winding mechanical  
movement

**BELOW: ROLEX OYSTER**  
**PERPETUAL**, c. 1933, yellow  
gold, self-winding mechanical  
movement



Rolex enjoyed three  
big coups in the watch-  
making business: accu-  
racy, water resistance,  
and self-winding. Screw-  
down crowns and backs  
made early Oysters  
more water resistant.