

“

FOR SOME YEARS NOW,
I HAVE BEEN CONSIDERING THE IDEA
OF MAKING A WATCH THAT OUR AGENTS
COULD SELL AT A MORE MODEST PRICE
THAN OUR ROLEX WATCHES,
AND YET ONE THAT WOULD ATTAIN THE STANDARD
OF DEPENDABILITY FOR WHICH ROLEX IS FAMOUS.
I DECIDED TO FORM A SEPARATE COMPANY,
WITH THE OBJECT OF MAKING AND MARKETING
THIS NEW WATCH. IT IS CALLED
THE TUDOR WATCH COMPANY.

”



TUDOR HISTORY

TUDOR PRESS KIT - 2014

1926

BIRTH OF THE BRAND

In February 1926, the house of “Veuve de Philippe Hüther”, a watch dealer and maker, registered the trademark “The Tudor” for Hans Wilsdorf.

Established in Geneva, he acquired the exclusive usage rights from the dealer.

T lengthened above the other letters. On some rare pieces, the name Rolex also appears. Rolex would effectively guarantee the technical and aesthetic quality of TUDOR watches until the brand attained autonomy in this field. The TUDOR-signed watches included models for both men and women; they were mainly rectangular, barrel-shaped or with bevelled sides. In 1932, TUDOR watches for the Australian market were delivered exclusively to the Willis company, which was entrusted with distributing them to the best jewellery shops in the country.

1932



FIRST TUDOR WATCHES IN AUSTRALIA

The first watches bear a simple TUDOR signature on the dial, with the horizontal bar of the



TUDOR



TUDOR “CATANACH’S”

The rectangular watch with bevelled sides in chromium-plated metal presented here illustrates the type of product that TUDOR created in this initial period. It had a two-tone, two-sector cream dial with luminescent Arabic numerals, baton hands in blued steel with luminescent material, a minute track and a small seconds hand at 6 o'clock. Its calibre was barrel-shaped, recognisable by its three red rubies visible on the top plate. Established in Melbourne since **1874**, Catanach’s Jewellers is one of the oldest jeweller families in Australia.

1936



HANS WILSDORF TAKES BACK THE BRAND “THE TUDOR”

On **15 October 1936**, the house of “Veuve de Philippe Hüther” transferred the brand “The Tudor” to Hans Wilsdorf. In this same period, the rose of the Tudor dynasty appeared on the dials. Inscribed within a shield, this logo symbolised the invincible union of strength – the watch’s robustness, with grace – the beauty of its lines.

1946

CREATION OF THE “MONTRES TUDOR S.A.” COMPANY

Just after the Second World War, Hans Wilsdorf knew that the time had come to expand and give the brand a proper identity of its own. Thus, on **6 March 1946**, he created the “Montres TUDOR

S.A.” company, specialising in models for both men and women. Rolex would guarantee the technical, aesthetic and functional characteristics, along with the distribution and after-sales service.

1947



EVOLUTION OF THE LOGO

From **1947** onwards, a year after the official launch of TUDOR, the shield gradually disappeared from the logo. Henceforth it would consist of only the company name and the rose – finely drawn or as an applique in relief – thus emphasising the brand’s elegance and style.

1952

BIRTH OF THE TUDOR OYSTER PRINCE

In **1952** the TUDOR Oyster Prince was launched, accompanied by an advertising campaign that was particularly original and striking for the era. This campaign was not limited, as was usual practice, to showing and describing the product. Instead it emphasised the qualities of strength, reliability and precision in a very detailed text, as well as through illustrations showing men at work in extreme conditions wearing a TUDOR on their wrist. It was a less conventional choice than depicting sporting activities. These strong images, associated with the product’s credibility, contributed to giving TUDOR watches a style and personality reflecting the ideas of modernity and reliability – greatly surpassing the individual contexts in which they were shown.



Hans Wilsdorf used this new campaign to link the Rolex and TUDOR brands, sanctioning this new product in which he was investing his credibility: "I have decided that the TUDOR Prince deserves to share with Rolex two advantages I would allow no other watch to use – the famous and unique waterproof Oyster case and the original self-winding Perpetual 'rotor' mechanism. All TUDOR Oyster Princes will have these two exceptional features, previously exclusive to Rolex. This indicates, I think, the measure of our faith in the new watch. I am proud to give my personal endorsement."

These technical assets would help the new watch create a place for itself in the market and very quickly find success. In the same year, 26 TUDOR Oyster Princes would be included in the British scientific expedition to Greenland organised by the Royal Navy. The brand thus proved the strength, reliability and precision of its products.

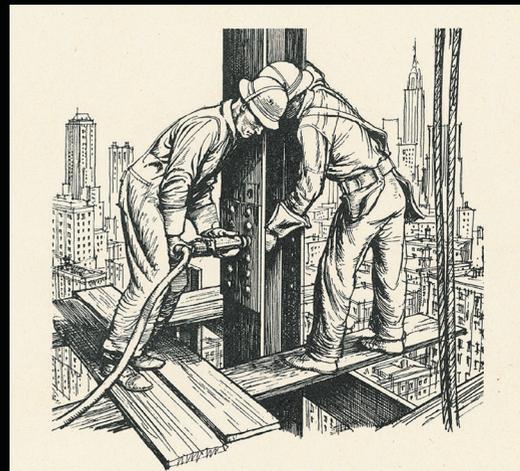


TUDOR OYSTER PRINCE 7909

Launched in 1952, the Oyster Prince is a waterproof watch with a case ranging in size from 31 mm for the smallest, to 34 mm for the more imposing. It was also made thicker to house the self-winding calibre 390 in copper-coloured brass, with the rotor engraved "TUDOR Swiss Patented AUTO-PRINCE". The reference 7909 shown here has a cream dial and gold Arabic numeral

applies with delicate luminescent points beside them, as well as luminescent dauphine hands and a large seconds hand in black steel. The case back is inscribed "Montres TUDOR S.A. Geneva Switzerland Patented".

The TUDOR Oyster Prince is equipped with a self-winding movement, calibre 390. Developed on a modified FEF (*Fabrique d'Ébauches de Fleurier*) movement-blank, this 12.5-line movement has a frequency of 18,000 beats per hour. It is enhanced by a perforated V rotor, nicknamed "butterfly" by collectors, and inscribed "AUTO-PRINCE".



Jarred beyond belief

How many self-winding watches would stand up to excessive vibration? Few, indeed! For one such watch to pass unscathed through a month's shock-treatment on the wrist of a riveter operating a pneumatic hammer is an unparalleled event in horology.

Such a test has just been passed with honours by a Tudor Oyster Prince—the new self-winding watch, sponsored by Rolex of Geneva.

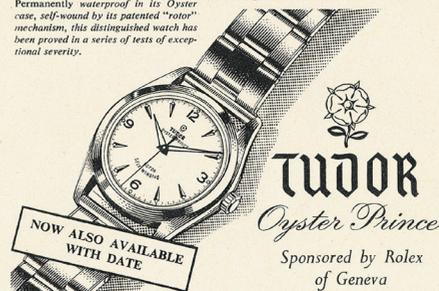
The riveter himself, who never once removed it from his wrist or reset the hands during the whole trial (wearing it as he punched home rivets into steel girders, washing, bathing, sleeping with it on) could not believe that any

watch could take such a beating and go on ticking. The Oyster Prince did more—it kept perfect time.

Rolex knew that it would. For the Tudor Oyster Prince is automatically wound, for its own greater accuracy, by a Rolex-patented "rotor" mechanism with flexible suspension to keep it impervious to even the most shattering vibrations. The Tudor Oyster Prince is also protected from even the finest metallic dust by the famous waterproof Oyster case.

You yourself can own one of these remarkable Tudor Oyster Princes, for this supremely accurate self-winding watch is by no means expensive. Ask your Rolex jeweller to show it to you, in stainless steel, with its matching expanding bracelet.

Amazing accuracy under seemingly impossible conditions—that is the characteristic of the Tudor Oyster Prince. Permanently waterproof in its Oyster case, self-wound by its patented "rotor" mechanism, this distinguished watch has been proved in a series of tests of exceptional severity.



2520-5 K&C Rolex (Tudor) Punch 26 May, 1954 101x31 Final Proof A9763



TUDOR



**1,000 miles
of merciless vibration!**

A Tudor Oyster Prince—the new self-winding watch commissioned by Rolex of Geneva—was worn by a competitor in the Monaco International Trophy for motorcycles. For 29 hours, over a course of 1,000 miles of rough, winding Alpine roads, it was subjected to an ordeal by dust, rain, and especially the constant, merciless vibration of high-speed riding. And yet, at the end of this grueling test, it emerged ticking smoothly, having maintained perfect time throughout.

No ordinary self-winding watch could endure the destructive effect of such continual vibration. The Tudor Oyster Prince maintains its incredible accuracy under such conditions, thanks to the superlative craftsmanship of two exclusively patented Rolex features: the "rotor" self-winding mechanism—suspension-sprung and proof against all shocks and vibrations—and the famous Oyster swingproof case, which excludes even the minutest particles of dust and moisture.

With its handsome stainless steel case and matching expanding steel bracelet, the invisible Tudor Oyster Prince is indeed a watch of which anyone could be proud. Ask for it at your jeweller's and see how modest the price is.

This is the watch that has successfully passed the most severe tests a self-winding wrist-watch has ever been put through. The Tudor Oyster Prince is waterproof in its genuine Oyster Case, and self-wound by a rare and unique "rotor" self-winding mechanism—and now the date is shown neatly and clearly in a window on the dial.



TUDOR
Oyster Prince

Sponsored by Rolex of Geneva

**NOW ALSO AVAILABLE
WITH DATE**

4310-4 K&C. Rolex (Tudor) Times Weekly Review 15 Sept. 1953 8x4 B Final Proof 5861a

to 1977 three different versions of the TUDOR Advisor were produced, two with an Oyster-type case, references 7926 and 1537, and a last one with a new dedicated case, reference 10050.

In 2011, this legendary alarm watch was relaunched under reference 79620T, entirely redesigned and with a diameter larger by 8 mm (42 mm as opposed to the previous 34 mm).



1953

PROOF OF ROBUSTNESS

In 1953, Rolex launched a campaign based on robustness tests on the TUDOR Oyster Prince and its endurance in particularly difficult conditions:

- watch worn by a coal miner during 252 hours of excavation by hand
- watch subjected to the vibrations of a pneumatic drill for 30 hours
- watch worn by a stonecutter for 3 months
- watch worn for a month while riveting metal girders in building construction
- watch worn by a motorbike racer over a distance of 1,000 miles.

Emphasis was placed on the great strength of the watches, their precision, their efficient winding and their waterproofness even in extreme conditions.

1957

TUDOR ADVISOR: THE FIRST ALARM WATCH

The TUDOR Advisor alarm watch is one of the brand's most atypical models, the only one in its history to offer an alarm function. From 1957

TUDOR ADVISOR 7926

A unique and extremely rare model, reference 7926, of which an example with a Jubilee bracelet is pictured here, was manufactured from 1957 to 1968. Only a few thousand pieces were produced. The Oyster-type case was modified on TUDOR Advisor reference 7926 to optimise the vibrations of their alarm function. Two crowns, at 2 o'clock and at 4 o'clock, enabled the operation of the alarm and time functions respectively. Its movement was the famous manually-wound A.S. 1475 (A. Schild).

1969

NEW EVOLUTION OF THE LOGO

From 1969 onwards, with the principles of a classic aesthetic established beyond doubt and the brand's production moving increasingly towards robust and technical products, the rose disappeared from the logo in favour of the shield – a symbol of solidity and unflinching reliability.



DIVING INTO THE LEGEND

In **1954**, TUDOR set out on a new path which would contribute to forging its legend. It was in that year that the brand's first divers' watch, the TUDOR Oyster Prince Submariner reference 7922, saw the light of day. Designed from its origin to fulfil exceptional criteria of durability, reliability, precision and waterproofness at a moderate price, it quickly positioned itself as an instrument of choice for professionals. Over the next 45 years this original tool-watch continuously evolved to ever better meet the specific requirements of the many types of divers who were clients of the brand.

The first generation of TUDOR Submariners saw numerous versions, and through them, a notable advance in terms of performance; for example, the maximum functional immersion depth, set at 100 metres initially, reached 200 metres with the introduction of reference 7924 in **1958**. During this period, multiple experiments were conducted to determine which characteristics were indispensable to the ideal divers' watch. Each reference in the 7900 series thus featured subtle specificities which, whether or not they were retained in the development of the product, contributed to its legend. Finally, with the latest variation of reference 7928, recognisable by its round crown guards, it was in the first half of the **1960s** that the general lines and technical specifications that constituted the TUDOR Submariner were established.

The year **1969** saw the dawn of the second era of the TUDOR Submariner's history, which would last until **1999**, the date of its last appearance in the catalogue. While the general foundations of the product were laid by the 7900 series, its evolution continued. From a technical point of view, the movements used until then were replaced by ETA self-winding movements. Aesthetically, **1969** saw the TUDOR Submariner present a famous new face.

Developed for the explicit needs of diving, it was characterised by unique dials with square hour markers and matching hands, known to collectors by the name "snowflakes". It remained in the catalogue until **1981**. As of **1976**, models with smaller case diameters also appeared in the catalogue.

In parallel with its civilian marketing and sales, the TUDOR Submariner served the members of important armed forces. Its successive adoption by the *Marine nationale française* (MN), the US Navy (USN) and other military organisations spoke volumes about the watches' robustness and reliability.



FIRST SERIES: THE TUDOR SUBMARINERS FROM 1954 TO 1968

While the first TUDOR divers' watch, reference 7922, dated from 1954, it was several years before reference 7928 marked the first mention of a TUDOR Submariner in the brand's general catalogue. Meanwhile, TUDOR was experimenting with a number of technical solutions to perfect its ideal divers' tool. This absence of marketing documents did not however keep the first-generation models from being sold and immediately finding an appreciative audience, notably the naval military organisations of major countries.

Thus, while references 7922, 7923, 7924 and 7925 had the shared characteristics of not having crown guards and featuring 37 mm cases, each one offers specificities derived from, and representative of the research conducted by the brand. Reference 7922 was waterproof to a depth of 100 metres, the 7923 had a manually-wound movement, the 7924 was waterproof to a depth of 200 metres, and the 7925 possessed all the characteristics of the 7924 but was waterproof to a depth of 100 metres.

The last reference of the 7900 series, the 7928 included crown guards to protect its winding crown, ensured waterproofness to a depth of 200 metres, and was equipped with a self-winding movement. This list of characteristics was common to the Submariners that TUDOR would market until the end of the 1990s, making reference 7928 the sum of experience acquired over many years of experimentation in the field of divers' watches.

TUDOR OYSTER SUBMARINER 7923

Reference 7923 was the only TUDOR Submariner to have been equipped with a manually-wound movement. This technical choice made it a particularly flat divers' watch. Thanks to its screw-down case back and crown, characteristics proper to the Oyster case, as well as its domed crystal, the waterproofness of the TUDOR Oyster Submariner was ensured to a depth of 100 metres.

Its black lacquered dial was no longer inscribed "ROTOR", "SELF-WINDING" at 6 o'clock since the movement used was not self-winding. In place of these indications, the dial now bore the epithets "SUBMARINER", "SHOCK-RESISTING". A reminder of the waterproofness was not visible on the dial and the hands used were in baton style, different from those that equipped the first-generation Submariners.



Reference 7923 was equipped with the manually-wound ETA calibre 1182 with a frequency of 18,000 beats per hour. Its Oyster-type bracelet with riveted links, reference 6636, bore the Rolex logo. On the example shown here, two straight cylindrical bars replaced the more common curved end links holding the bracelet to the case.

SECOND SERIES: THE TUDOR SUBMARINERS FROM 1969 TO 1999

As of the late **1960s** TUDOR began to present versions of the Submariner based on its ideal divers' watch, whose characteristics were established with the last variation of reference 7928. Indeed in **1969**, two new references appeared simultaneously in the catalogue, 7016 and 7021, equipped with new self-winding movements and featuring new dials with characteristic square hour markers and hands, known in collector's circles as "snowflakes". Reference 7021 was also the first TUDOR Submariner to offer a calendar function. Finally, an alternative combination of dial and bezel in blue was introduced.

The versions continued in the mid-**1970s** with the introduction to the catalogue of a small-size version of the brand's divers' watch, the TUDOR Submariner Princess Date. The following years would see the appearance of many smaller versions: the TUDOR Submariner Prince Oysterdate, the Prince Oysterdate Mini-Sub and the Princess Oysterdate Lady-Sub.

The last years of the TUDOR Submariner line would also witness significant innovations with the introduction of highly resistant sapphire crystals, directional bezels with notching, as well as dial and bezel design variations.

In total, from **1969 to 1999**, more than 20 different references with numerous variations, all retaining the principal TUDOR Submariner characteristics, would be produced.

TUDOR OYSTER PRINCE SUBMARINER 7016

In the **1969** catalogue two new TUDOR Submariner references appeared, the 7016 and 7021. With them began the second generation of TUDOR divers' watches. The example of reference 7016 dating from **1969** presented here shows the detail of certain characteristics, the most visible being the dial and hands. Punctuated with large and highly visible square-shaped hour markers, in place of the rose logo it displayed a shield, symbol of resistance and reliability. Its hands, nicknamed "snowflakes" by collectors, were enhanced with luminous squares intended to optimise readability. This new face was highly recognisable and contributed to the TUDOR identity.



The other major change introduced on reference 7016 was the replacement of the self-winding calibre 390 used until then by an ETA 2483 movement having the same frequency as its predecessor, 18,000 beats per hour. The watch's lines remained the same as those established by the preceding generation, a 39 mm case signed Rolex, waterproof to a depth of 200 metres with round crown guards, a screw-down crown signed Rolex, a 60-minute graduated bidirectional rotatable bezel, marked in 5-minute intervals with one-minute subdivisions between the 0 and 15 marks, and a folding link Oyster-type bracelet, signed Rolex. The Plexiglas crystal was no longer domed but flat, thick and prominent.



MILITARY DIVERS' WATCHES

There is no better proof of quality for a tool intended for professionals than its adoption by organisations whose main activities push the use of the item to its ultimate limits. Acclaimed throughout their long history by the *Marine nationale française* (MN), the US Navy (USN) and other important military organisations throughout the world, which used them to equip their elite personnel, TUDOR Submariners thus extended their reputation for quality and robustness.

The TUDOR divers' watches delivered to these military organisations were neither custom-designed nor specially developed. They were just references listed in the catalogue, which these organisations chose. As a rule, their only distinction was an engraving on the screw-down case back. Thus for example the TUDOR Submariners used by the *Marine nationale française* bear the initials M.N. accompanied by the last two digits of the year in which they were delivered.

Since they were used intensely in extremely harsh conditions for many years, it is very rare that examples surviving to this day are in perfect condition. However, the relative rarity of these watches, their respective stories and the world of visions they evoke, make them a highly prized collection theme. The following pages offer detailed descriptions of a non-exhaustive selection of TUDOR Submariners engaged in military roles.

TUDOR OYSTER PRINCE SUBMARINER "MARINE NATIONALE" 9401

Marine nationale divers were known to have used parachute belts to make watch straps, as on the example of reference 9401 presented here, dating from 1977. The elasticity of this material made the watch comfortable to wear and allowed easy adjustment over a diving suit. The back of this watch bears the engraving M.N. 77.

The bracelet shown here was not produced by TUDOR.



A UNIQUE STYLE

For nearly half a century, TUDOR has left its mark on the history of chronographs with products of strong identity, unique style and uncompromising quality. By proving equal to the task, by kindling passion, by constantly improving its products and by offering models clearly belonging to their era but retaining their own distinct identity, TUDOR has earned a place apart in the field of sports chronographs, embodied in the development of four successive families of products.

In **1970**, with the launch of its first mechanical manually-wound model, the Oysterdate chronograph, the brand immediately impressed aficionados through its exceptional use of bright colours and its choice of characteristic pentagonal hour markers.

The next year, in **1971**, a second series of Oysterdate chronographs, today known to collectors by the nickname “Montecarlo”, provided technical improvements and a stylistic evolution. Notably, the introduction of blue dial and bezel variants in this series left a lasting impression.

The year **1976** saw the launch of the third family of TUDOR chronographs, known as “Big Block” in the watch collection milieu, and the introduction of an important innovation. With the Prince Oysterdate models, the brand presented its first chronographs equipped with a self-winding mechanical movement and confirmed what the Oysterdate family had begun. TUDOR offered immediately recognisable chronographs with excellent technical qualities.

Finally, the year **1995** marked the inauguration of the second series of Prince Oysterdate self-winding chronographs, introducing numerous aesthetic and technical improvements such as a reworked and refined case and a virtually scratchproof sapphire crystal.

Four families of TUDOR chronographs, including a dozen major references, sparked ever greater enthusiasm from year to year. In response to this growing interest, TUDOR has decided to present a detailed account of its evolution through a discerning selection of important historical timepieces.



TUDOR

1970

FIRST SERIES: TUDOR OYSTERDATE

The first TUDOR chronograph was named Oysterdate. Featuring a manually-wound Valjoux mechanical calibre 7734 and a cam mechanism chronograph, it was introduced in 1970. Its case dimensions were significant, with a 39 mm diameter more imposing than many standards of the time, the characteristically pronounced bevelled edge of its lugs, and its muscular well-honed lines. The very graphic style of its dial was also unusual. A daring wager, but a wager that paid off since the model immediately found its audience.

There were three variations of this first sporty TUDOR chronograph, differentiated by their types of bezel. Two were produced in large numbers, while the third was never commercialised. Their look is unique and noble, their roots technical and sporty. Reference 7031/o is characterised by a bezel topped with a Plexiglas insert featuring a 500-unit graduated tachymetric scale, which can be used to calculate the hourly average speed between two points. Reference 7032/o has a satin-finished steel bezel, also engraved with a 500-unit graduated tachymetric scale. The last one, reference 7033/o, featured a bidirectional rotatable bezel with a black 12-unit graduated insert in anodised aluminium; it never went beyond the prototype stage.

The dials of these first three references were identical and comprised three colours: grey background, black counters and a minute track on a white background. In addition, they had unconventional luminous pentagon-shaped painted hour markers that earned them the nickname “home plate” in collectors’ circles because they were reminiscent of the shape of the home plate on a baseball field. Finally, a last particularity, the chronograph minute counter consisted of 45 minutes, an unusual variation on the more common 30-minute counter.

Thanks to their waterproof Oyster-type cases, and their screw-down winding crowns, these chronographs were waterproof to a depth of 50 metres. Their screw-down pushers prevented any accidental engagement of the chronograph.

TUDOR OYSTERDATE 7033/0

The last version of the Oysterdate chronograph 7000 series is reference 7033/o. Unlike the two preceding models it was never commercialised. Otherwise resembling the others in every way, it was however endowed with an exceptional bidirectional rotatable bezel with a 12-unit graduated black anodised aluminium insert, which prefigured reference 7169/o, launched in 1971.



1971

SECOND SERIES: TUDOR OYSTERDATE “MONTECARLO”

The second-generation TUDOR chronographs appeared in 1971 and remained in the catalogue until 1977. Nicknamed TUDOR “Montecarlo” by enthusiasts because their dials are reminiscent of a casino roulette wheel, the 7100 series chronographs retain the case of their predecessors as well as the spirit of their dials with painted hour markers, but their movement is different. In place of the Valjoux calibre 7734, the TUDOR chronographs were now equipped with the manually-wound Valjoux 234. This new movement offered the wearer better accuracy thanks to a higher frequency – 21,600 beats per hour versus the former 18,000 beats per hour – and had a more sophisticated chronograph mechanism, with a clutch and column wheel. An additional combination of colours was also introduced on this series with a blue and grey dial and two types of matching blue bezels.

Three chronographs constitute this new series. Reference 7149/o with a Plexiglas bezel and a 500-unit per hour graduated tachymetric scale replaced reference 7031/o in the catalogue. Reference 7159/o with a satin-finished steel bezel and an engraved tachymetric scale replaced reference 7032/o, while reference 7169/o became the incarnation, from then on produced in large numbers, of the prototype 7033/o with a rotatable bezel.

In the early years of the 7100 series, the steel bracelet remained the same as on the first TUDOR chronographs. It later evolved towards a bracelet still of the Oyster type, but with solid links, reference 78360.



TUDOR OYSTERDATE “MONTECARLO” 7169/0

A watch produced in large numbers based on the 7000 series prototype, the TUDOR Oysterdate chronograph, reference 7169/o, featured a rotatable bezel with a 12-hour graduation to tell the time in a second time zone. This reference existed in two colour combinations. Presented here with a blue and grey dial, it was also available in black and grey. Like the other references of the 7100 series, the 7169/o has been in the catalogue since 1971.



TUDOR

1976

THIRD SERIES: TUDOR PRINCE OYSTERDATE “BIG BLOCK”

In 1976 TUDOR presented a new family of products which constituted a small revolution for the brand. Indeed, these new Prince Oysterdate watches were the first chronographs in the history of TUDOR to be equipped with self-winding movements.

Listed under the name Prince Oysterdate, they were also known by the names “AUTOMATIC CHRONO TIME” or “CHRONO TIME” referring to the signatures displayed on their dials. While their cases retained the general lines of the previous families, they became thicker to accommodate the rotor of the self-winding movement, which earned them the nickname “Big Block” in collectors’ circles. The name “Big Block” endured in the following 79100 series introduced in 1989, which featured only minimal modifications.

Like preceding generations, the 9400 series consists of three references distinguished one from the other by their type of bezel, a feature that is also present on the “Big Block” models of the 79100 series. Likewise, several dial variations were available under the same reference number. Two aesthetic trends characterise them: one freely inspired by the spirit of the dials of the previous two series, sometimes called “Exotic” by collectors; the other, much more illustrated in the catalogue, emphasising a significant dial-counter contrast with black and white or silver and white combinations.

The movement at the heart of these new chronographs was the Valjoux calibre 7750. Having the same diameter as the manually-wound Valjoux 234, 30.4 mm or 13 lines, it was 1.5 mm thicker than the latter and had a frequency of 28,800 beats per hour. Its chronograph mechanism was a highly reliable cam and oscillating pinion system. The architecture of this new movement brought about a reorganisation of the dial with the addition of an hour counter, the transfer of the group of counters towards the left of the dial, and the relocation of the date aperture to 3 o’clock.

TUDOR PRINCE OYSTERDATE “BIG BLOCK” 9430/0

In spite of its official name, the Prince Oysterdate chronograph series does not display its name on the dial. Instead the indications “CHRONO TIME”, as on the 1976 model presented here, or “AUTOMATIC CHRONO TIME” on other dial variations are displayed. The version of reference 9430/0 illustrated on the following page presents a black dial with three white counters with pronounced striations on two levels. The introduction of the self-winding Valjoux chronograph calibre 7750 brought an additional innovation to the Oysterdate chronographs in the form of a rapid date change function. Indeed, while on the previous series one had to turn the hands around the dial many times to set the date after a period of non-use, now the position of the winding crown allowed direct access to the date disc.



1995

FOURTH SERIES: TUDOR PRINCE OYSTERDATE

In **1995**, with the introduction of the series of 79200 references, the appearance of the Prince Oysterdate self-winding chronograph was rethought subtly but significantly. To begin with, the case, which over three generations of chronographs had essentially retained its famous imposing, sharp presence, became more refined and softer. Keeping a highly recognisable silhouette, it now presented to the eye softer lines consisting of curves and rounded configurations.

Three more notable changes marked the design of this fourth generation: a new characteristic dial, silver with cream-coloured counters, was introduced, a black anodised aluminium insert with a transfer replaced the traditional Plexiglas tachymetric-scale bezel insert, and a sapphire crystal with a Cyclops lens was adopted to replace the Plexiglas crystal.

Its movement remained the self-winding Valjoux calibre 7750 in a substantially improved version. Its finishing was characteristic and benefitted from a particular aesthetic effort. Entirely refreshed, its decor was called "special TUDOR". Its rotor was no longer decorated with transfer marking, but engraved and gilded. Its screws were now polished rather than matt.

In **1996**, the company Montres TUDOR S.A. celebrated its 50th anniversary. Having attained its maturity, the brand was now known in all markets. Thus the direct references to Rolex were gradually disappearing from the cases, winding crowns and bracelets of TUDOR watches.



TUDOR PRINCE OYSTERDATE 79260

Reference 79260 was the one on which the tachymetric-scale bezel with the Plexiglas insert was replaced by an anodised aluminium insert with a transfer. The example presented here was produced in **1996** and featured the new-variation chronograph dial with a silver background and cream-coloured counters.