By the Thirties, Rolex founder Hans Wilsdorf had long established his reputation as both - innovator and entrepreneur after the watchmaker took over the front page of the Daily Mail in 1927 to promote the timepiece that survived the ten hours Mercedes Gleitze took to swim across the channel. And while that watch, the Rolex Oyster, was certainly ground-breaking, the first watch I would choose is the Prince.**Error! Filename not specified.**

First produced in 1928, the watch captures the spirit of the Thirties, with its distinctive two-part art deco dials. They were often known as “doctors’ watches” on account of the separate seconds dial being convenient for taking pulse readings. More importantly, the watches established a reputation for high quality. The rectangular case had its winding barrel at the lower end and a large balance at the other end, and the shape allowed for both a larger than average balance and mainspring. The result was a watch that was at its optimum wind state for longer than other models and that had a more stable balance. Unsurprisingly, a number of these watches were sold with chronometer or observatory certificates, something of a rarity at the time. Purely as a matter of taste, I’d point you to a Prince Brancard (the rounder version with flared sides) “Tiger Stripe” from the mid-Thirties.**Error! Filename not specified.**