

A letter from Brazil*

"WE were travelling up the river Jequitinhonha, in the State of Bahia, by canoe, to reach a famous *garimpo* (a camp of diamond panners), when the strap of my Rolex broke, and the watch disappeared into the flood. Search proved useless and I was obliged to continue, with a heavy heart. Two months later, I stopped for the night several miles below the point where I had lost my Rolex. That night, sitting round the fire, we began talking. Asked how things were going, an old *garimpero* said, 'Very badly, sir. Pedro dos Santos thought he'd found a large piece yesterday, but it was only a watch.'

"My heart stopped. I asked to see the find. Scornfully my dear Rolex was hurled at me across the fire. Pedro consented to sell it willingly, thinking that a watch that had been in the water was worth nothing, and with a broad grin at the idiocy of this foreigner he pocketed five 'milreis.' The laugh was on the other side of his face when a few minutes later I put it back on my wrist and set it going!"

This is an extract from a letter written to Rolex by a customer, Mr. Victor L. Bondi, now of Geneva. We think it speaks for itself. There are few hardships a Rolex watch cannot undergo; that delicate mechanism is so well made, so well protected by the Oyster case. This, anyway, is the true story of what happened to one Rolex Oyster.

You may say that *your* watch is never likely to be subjected to such rugged tests. All watches are subjected to tests; the hazards of day-to-day wear are slighter, but more insidious. But a watch such as this can always function perfectly, untouched by dust or dirt, water or perspiration. Isn't perfection what you ask for in a watch? Don't forget that the more junior member of the Rolex family, the Tudor, is also protected by the Oyster case.

*Mr. Bondi's original letter can be inspected at the offices of the Rolex Watch Company, 18 Rue du Marché, Geneva, Switzerland.



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Delicacy and strength are combined to perfection in the Rolex Oyster. Delicacy of movement, so that its accuracy is unquestioned; strength of construction, so that no dust or damp or water can penetrate that perfectly waterproof Oyster case and harm the movement.

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