

Nivada Depthmaster



Nivada Grenchen Depthmaster
A true diver's watch

Aashdin K. Billimoria

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The
Depthmaster
is
depth-tested
to
3000 feet



You'll have to go pretty deep to beat that

The Depthmaster is tested deeper than any other underwater watch: waterproof* and pressureproof to 3000 ft.

How does Nivada Grenchen do it? With a lifeless case of heavy gauge stainless steel that's engineered to completely withstand pressure. And built to withstand seepage four ways: (1) Stronger, tougher seepage proof winding crown. (2) Special innerguard metal cover to shield movement inside

watch case. (3) Extra case back threads allow for greater strength to seal case extra tight. (4) Double-thickness allproof crystal for complete security, not only against seepage, but condensation and breakage.

More. Screw-in powerpins hold strap or bracelet so it can't fall off.

Extra-duty strap won't weaken or fray, because it's designed to shed water.

Crysgard, powerful, threaded, all-

steel ring locks crystal firmly in place.

Of course it's self-winding... won't run down under water. And has large rotating ring gauge to clearly show your elapsed underwater time.

Before you buy this watch, by all means, we insist, check the competition, if you can find any. See how many watches offer these features at any price. The Croton price: \$120.

*Provided case, crown, crystal intact.

DEPTHMASTER BY NIVADA GRENCHEN
CROTON WATCH CO., INC., Croton-on-Hudson, N.Y.

Nivada Grenchen Depthmaster : A true diver's watch



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The History of Nivada Grenchen

Nivada is a Swiss watch company, founded in 1879 in Grenchen. It grew steadily after World War II and launched some iconic lines of models, viz. Depthmaster, Chronomaster, Depthomatic & Antarctic, until the company succumbed to the quartz crisis. The firm remained under the control of the Schneider family until its 50th anniversary in 1976. From the earliest days, the company focused on instrument watches that went beyond the simple indication of the time, being among the first to offer waterproof automatic movements (Aquamatic, or to feature

chronograph with additional functions. But Nivada was disallowed from using its name due to its phonetic similarity with Movado. Hence, they were labeled "Nivada Grenchen." During the mid 50s and 60s, Nivada had Authorized Dealers in 84 countries spanning over all habitable continents. Croton has been the authorized distributor of Nivada in the United States since 1940. Many watches were sold under the name of "Croton Nivada," "Croton Nivada Grenchen," or "Croton." The brand had a brief stint with the Kim Suk Keun Watch Company of South Korea from 1985



Nivada AG, Uhrenfabrik

The Revival of Nivada Grenchen

In 2018, a French entrepreneur, Guillaume Laidet met Rémi Chabrat, Founder & CEO of Montrichard, who also works with the current holder of the rights to Nivada, the company Grupo Industrial Omega, S.A. de C.V, which is based in Mexico. The two men devised the idea to relaunch Nivada Grenchen globally and revive the brand to its past glory. Grupo Industrial Omega, S.A. de C.V welcomed the project with open arms. The parties agreed, and sleeping beauty was awakened. The primary purpose of the new company was to relaunch its previous iconic models. Thus began the task to bring the Antarctic, Chronomaster & Depthmaster back to its past glory. The vintage reissues are kept as faithful to the original as possible and presented to the buyers at competitive rates. The company received a great deal of positive feedback from watch enthusiasts and fans when their first design was shared on social media. "We will only focus on vintage re-editions," said Laidet, a highly experienced

entrepreneur in his field who had worked with brands like Zenith and Jaeger-LeCoultre. He mentioned, "There is everything we need in the past collections of Nivada Grenchen. We have demands for the Depthmaster, Datomaster, Antarctic diver, and Chronoking." Sky was the limit. And today, Nivada is going great guns, periodically launching various reissues. Orders are taken online, bypassing the distributor's commission and giving it its benefit to the buyer. To sum it up, the company has mastered the art in its niche market and gathered a faithful and growing fan following, mainly via social media.



*This is where it all began:
Rue de Buci, Paris*

A Historic Synopsis & Preface

The History of Compensamatic

In 1938, the British notified the Swiss watch industry that they were buying wristwatches and that no testing was necessary. They had a simple fact sheet. The company's requirements were simple, such as 15 jewels, waterproof, and a few other simple criteria. Croton wanted to participate. Croton decided to build a completely sealed single-case system wristwatch as a candidate for military use. The challenge that Croton faced was the Wyler company. Wyler held patents on the best waterproof case design. Their Wyler single-cased, crystal-sealed, two-part stem case system was the best in the world then. Arguably, some say it was even better than Rolex. Their case system would dominate the world for quite a while. Croton went to work devising and designing a casing system that would compete with Wyler and most of the steel screwback designs. Croton chose a single steel case in which the movement was fit. They then sealed the movement by placing a rubber seal on the case's top ledges and a "top hat" crystal over the seal. They then incorporated the Wyler two-piece stem system. They built a steel bezel [with lugs] that fit over the crystal and the case to keep it unique. They then drilled and threaded each lug, utilizing headless screws to push the case up and into the bezel. The pressure would compress the seal between the case and the bezel. Lastly, they then added a "compensating" movement and called their technology "Compensamatic."

Compensamatic" was not a thing, an act, a system, or even a technology. It was a word: a trademark that represented the "technology" that was "Croton"/"Nivada". Croton never succeeded in selling military watches compared to Bulova, Phenix, Omega, and others. But the name "Croton"+"Nivada" would soon dominate a new market. The scientific and diving world. Nivada and Croton would be as one, and Compensamatic would be trademarked in the USA in 1956 by Nivada. Compensamatic would become known worldwide as Nivada and Croton built some of the most advanced watches in the world. Chronographs, professional dive watches, skin divers, and the famous Antarctic model watches helped make the word Compensamatic famous.

Product Range of Nivada

The product range of Nivada was extensive and included small ladies' watches, dressers, professional divers, skin divers, chronographs, and chronometers. Nivada quickly made a name for itself as a designer of attractive watches and cases. It can also be described as quite innovative in other respects.

In the 1930s, Nivada was one of the first companies to produce automatic watches. In the 50s, Nivada began to develop into a manufacturer of robust exceptional watches made for scientific expeditions - their Antarctic range. Nivada adapted to making diving watches in the mid-1960s by introducing the "Depthomatic" and "Depthmaster". In 1963, Nivada launched their legendary Chronomaster series. All these will be covered in a vintage ad pictorial chapter.

In 1953, a lawsuit broke out in the United States after Croton was refused importation of watches marked "Nivada Grenchen" by American customs:

Footnote 2 of the judgment quotes the 1939 agreement between Croton's predecessor Horowitz and Movado:

"The 1939 agreement was made in settlement of an action brought by Movado Watch Agency, Inc., against William C. Horowitz for infringement of its trademark "Movado." Horowitz was the Croton Watch Company's predecessor in business. Paragraph 1 of the agreement reads as follows:

"1. The Second Party [Horowitz] will not, except as expressly agreed, manufacture, purchase, or import for sale nor sell nor offer any watches, watch cases or watch movements bearing the name Nivada, standing alone. The Second Party, however, may, without objection from the First Party [Movado Watch Agency, Inc.] use the said name Nivada in combination with or followed by the word Grenchen or the word Granges (the name Granges being the French form of the name of the town in Switzerland in which Nivada SA has its factory), and on watch movements the initials SA' may be inserted between the word Nivada and the word Grenchen or Granges, to comply with United States Customs requirements." (Names of parties supplied)."



History of the Nivada Grenchen Depthmaster



Photos courtesy: Vintage Portfolio

Nivada Grenchen launched the Depthmaster in 1965, a dynamic dive watch that could withstand the pressure of 100 ATM (1,000 meters). It was not a small feat, considering most dive watches of that era offered a water resistance of just 150–200 meters. Instead, this was a record for the industry until Rolex introduced its Sea-Dweller. Its 38mm cushion case with a rotating bezel case, made from compressed Swedish steel, was created by an independent manufacturer and supplier to many watch companies across the globe. Such as Jaquet Droz, LeCoultre, Sandoz, Nivada, Austin, Jungfrau and even Orient of Japan added their own unique dials to this popular case. It was powered by ETA caliber 2472/2461.

Although the first watch released in this case Sandoz's stand-alone model in 1963, Nivada capitalized it to the fullest and introduced the Depthmaster in 1965 with a flare. They offered a wide range of dials, hands and indices iterations. The most iconic being the 'Pacman'. Nicknamed by it's fans later, since its art deco numerals 6 & 9 bore solid resemblance to the character of the video game. Depthmasters were also released in various iterations, but in small quantities, which are hard to find.

In January 1967, Nivada advertised the watch known and named "Depthmaster" (Ref. 650) in the Schweizerische Uhrmacher-Zeitung for the first time, which mentioned, "it can withstand a pressure of up to 100 atmospheres. It was specially created for deep-sea divers and combat swimmers working in difficult conditions. The solid Swedish steel case, totally waterproof, is fitted with 3.4 mm thick chemical-resistant glass and can even withstand the weight of a truck". Ever since then, it has basked in its glory as one of the avant grade diver's watch, waterproof up to 1000m until it succumbed to the quartz crisis.



NIVADA DEPTH MASTER

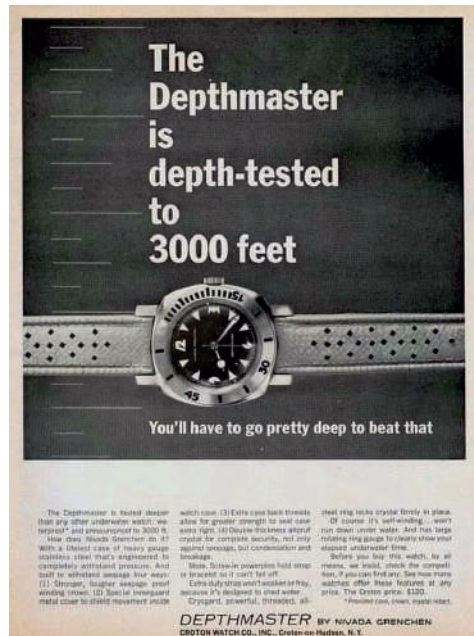
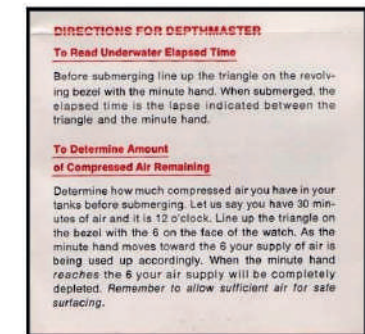
Photos courtesy: Tomvox1

Probably the world's most waterproof watch, with a guarantee down to 3,300 feet, which is 100 times atmospheric pressure. The case is entirely made of Swedish steel, including the lugs which form part of the same steel block. The glass is the strongest ever used on a watch, and cannot break. The rotating time elapsed bezel has a permanent lubricating system, with indelible markers. The numerals are of special high intensity luminous material (non-radio-active), and the dial is in low reflection black. The jewelled lever movement is of the highest quality, with super shock protection. The watch is selfwinding and incorporates an automatic calendar. Complete with a heavy duty diving strap this is one of the strongest watches ever made.

Model No. 650

Most vintage Depthmasters (besides the offbeat models) were powered by an automatic ETA 2472 movement fitted in a 38mm cushion-shaped case with a stainless steel rotating bezel. Most sported a sword & lolly-pop minute and hour hands, respectively & a stick seconds hand, whereas a few had different iterations. In its day, it was claimed to be 3000ft waterproof, which is far more water-resistant than most modern dive watches today.

As mentioned in the ad, "The Depthmaster is tested deeper than any other underwater watch: waterproof and pressure proof to 3000ft. How does Nivada Grenchen do it? We can do this with a lasting case of heavy gauge stainless steel engineered to withstand pressure completely. It is built to withstand seepage in four ways: (1) Stronger, solid, seepage-proof winding crown. (2) Special Innerguard metal cover shields movement inside the watch case. (3) Extra case back threads allow for greater strength to seal the case extra tight. (4) Double-thickness crystal for complete security, not only against seepage; but also condensation and breakage. Moreover, Screw-in power pins hold a strap or bracelet so it can't fall off. The extra duty strap won't weaken or fray, because it's designed to shed water. There is a Crysgard, a powerful, threaded, all-steel ring that locks crystal firmly in place. Of course, it's self-winding, won't run down underwater, and has a large rotating ring gauge to show you relapsed underwater time. Before you buy this watch, check the competition, if you can find any. See how many watches offer these features at any price. The Croton price: \$120."



Nivada Grenchen Depthmaster 1000 aka 'Pacman' circa mid 60s



The unique Art Deco font of the numerals (6 and 9) was why this model was fondly nicknamed "Pacman". Given that it started production in the 1960s, it's clear that the name was applied later by collectors, since the iconic Pac-Man video game debuted in the 80s.

- Case: 38mm stainless steel cushion shaped, tilted flat lugs, not drilled,
- Dial: Black dial with NIVADA GRENCHE printed below 12 & DEPTHMASTER above 6 printed in white & Swiss below 6
- Bezel: Bi-directional fluted rotating ring gauge bezel with recessed slots to show elapsed time underwater.
- Hands: Lollypop & sword with red seconds hand
- Indices: Art deco indices topped with tritium
- Crown: Fine toothed
- Caseback: AUTOMATIC, WATERPROOF-SHOCKRESISTANT-ALL STAINLESS STEEL stamped 103 14408
- Movement: ETA 2472 / 2461, Automatic, 21 jewels

Why should the Nivada Depthmaster not be nicknamed as 'baby Panerai'?



Photo courtesy: Vision Watches



The Nivada Grenchen Depthmaster has its own character with a rotating diver's bezel, whereas all Panerai watches have fixed bezels. The various iterations of dial, hands, and indices offered on the Depthmaster, especially their legendary 'Pacman' dial, were far from the ones used on Panerai. Depthmaster had applied lumines on their markers, whereas Panerai had 'sandwiched' lumines. Even the aesthetics of the case are different. Panerai came out with numerous iterations of cases compared to the contours of the Depthmaster case, which has remained the same (besides a few iterations manufactured in very low quantities). Hence, a Depthmaster has a strong character of its own and doesn't need to be associated with the overall aesthetics of any other brand.

When collectors think about dive watches, one of the first things that pop up in their mind is a rotating bezel.

Some more collectible and August examples include the Universal Genève Polerouter Sub, Longines Compressor, Vulcain Diving Alarm, IWC Aquatimer, and the Jaeger-LeCoultre Polaris.

Benrus, Bulova and Pronto and various other brands used identical cases, but were they ever nicknamed after the giants? No! Even though the same manufacturer made the cases. Then why should we call the Depthmaster a Baby Panerai, when, besides various other differences mentioned above, they did not even use the same case!

Vintage Nivada Depthmasters

All vintage versions were powered by an automatic ETA caliber 2472, 2451 or 2461 movement.



Photo courtesy: Vintage Portfolio

Croton Depthmaster made for the US market circa mid 60s



- Case: 38mm stainless steel cushion shaped, tilted flat lugs, not drilled
- Dial: Black dial with Croton printed below 12
& DEPTHMASTER above 6 printed in white. SWISS printed below 6
- Bezel: Bi-directional fluted rotating ring gauge bezel with recessed black slots to show elapsed time underwater.
- Hands: Lollypop & sword with red seconds hand
- Indices: Art deco 'Pac-Man' indices topped with radium
- Crown: Fine toothed
- Caseback: WATERPROOF- SHOCKRESISTANT-ALL STAINLESS STEEL
- Movement: ETA 2472, Automatic, 21 jewels

Nivada Grenchen Automatic Depthmaster circa mid 60s



Case: 38mm stainless steel cushion shaped, tilted flat lugs, not drilled
 Dial: Black dial with NIVADA GRENCHEM AUTOMATIC printed below 12 & DEPTHMASTER above 6 printed in white & Swiss below 6.
 Bezel: Bi-directional fluted rotating ring gauge bezel with recessed slots to show elapsed time underwater.
 Hands: Lollypop & sword with red seconds hand
 Indices: Art deco indices topped with RADIUM
 Crown: Fine toothed, unsigned
 Caseback: Embossed Nivada logo, AUTOMATIC-COMPENSAMATIC STAINLESS STEEL-WATERPROOF-SHOCKPROTECTED STAMPED 9613 3455737
 Movement: ETA 2461, Automatic, 21 jewels

Nivada Grenchen Depthmaster circa mid 60s



Case: 38mm stainless steel cushion shaped, tilted flat lugs, not drilled
 Dial: Black dial with NIVADA GRENCHEM printed below 12 & DEPTHMASTER above 6 printed in white. SWISS printed below 6
 Bezel: Bi-directional fluted rotating ring gauge bezel with recessed slots to show elapsed time underwater.
 Hands: Lollypop & sword with red seconds hand
 Indices: Art deco indices topped with radium
 Crown: Fine toothed
 Caseback: AUTOMATIC, WATERPROOF-SHOCKRESISTANT-ALL STAINLESS STEEL STAMPED 103 14408
 Movement: ETA 2472 / 2461, Automatic, 21 jewels

Nivada Grenchen Automatic Depthmaster circa mid 60s



Case: 38mm stainless steel cushion shaped, tilted flat lugs, not drilled
 Dial: Black dial with NIVADA GRENCHEEN AUTOMATIC printed below 12 & DEPTHMASTER above 6 printed in white & SWISS printed below 6. Date at 3
 Bezel: Bi-directional fluted rotating ring gauge bezel with recessed slots to show elapsed time underwater.
 Hands: Lollypop & sword with red seconds hand
 Indices: Art deco indices topped with RADIUM
 Crown: Fine toothed, unsigned
 Caseback: Embossed Nivada Grenchen with Nivada shield logo, AUTOMATIC INCABLOC-STAINLESS STEEL- COMPENSAMATIC-WATERPROOF STAMPED 9911 2419
 Movement: ETA 2472 / 2461, Automatic, 21 jewels

Nivada Grenchen Automatic Depthmaster 1000 circa late 60s - early 70s



Photo credit: Timeanagram

Case: 38mm stainless steel cushion shaped, tilted flat lugs, not drilled
 Dial: Turquoise blue dial with NIVADA GRENCHEEN AUTOMATIC printed below 12 & DEPTHMASTER above 6 printed in white & 1000 in red T SSWISS MADE T. Date at 3
 Bezel: Bi-directional fluted rotating ring gauge bezel with recessed black slots to show elapsed time underwater
 Hands: Arrow & sword with lollypop seconds hand
 Indices: Alternate Arabic & baton indices topped with tritium
 Crown: Fine toothed, signed
 Caseback: Embossed Nivada Grenchen with Nivada shield logo, WATERPROOF-AUTOMATIC COMPENSAMATIC-INCABLOC-STAINLESS STEEL stamped 57024
 Movement: ETA 2472, Automatic, 21 jewels

Nivada Grenchen Depthmaster 1000 circa late 60s - early 70s

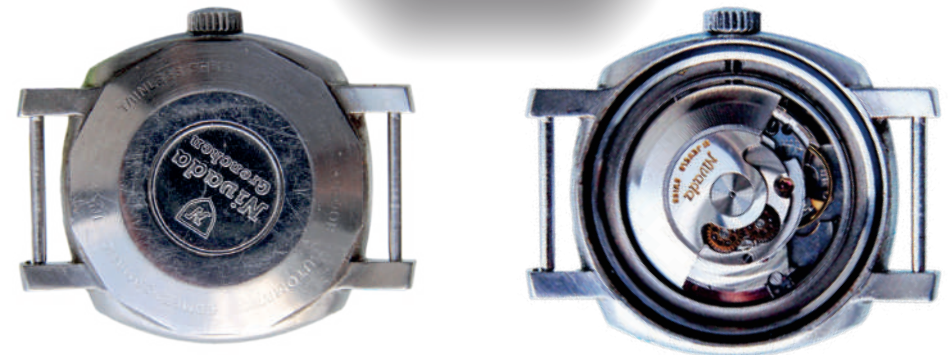


Photos courtesy: Tomvox1



Case: 38mm stainless steel cushion shaped, tilted flat lugs, not drilled
 Dial: Black dial with NIVADA GRENCHEM AUTOMATIC printed below 12 & DEPTHMASTER above 6 printed in white & 1000 in red T SWISS MADE T. Date at 3
 Bezel: Bi-directional fluted rotating ring gauge bezel with recessed black slots to show elapsed time underwater.
 Hands: Lollypop & sword with red seconds hand
 Indices: Alternate Arabic & baton indices topped with tritium
 Crown: Fine toothed, signed
 Caseback: Embossed Nivada Grenchen with Nivada shield logo, WATERPROOF-AUTOMATIC COMPENSAMATIC-INCABLOC-STAINLESS STEEL
 Movement: ETA 2472, Automatic, 21 jewels

Nivada Grenchen Automatic Depthmaster 1000 circa late 60s - early 70s



Case: 38mm stainless steel cushion shaped, tilted flat lugs, not drilled
 Dial: Black dial with NIVADA GRENCHEM printed below 12 & DEPTHMASTER above 6 printed in white & T SWISS MADE T. Date at 3
 Bezel: Bi-directional fluted rotating ring gauge bezel with recessed slots to show elapsed time underwater.
 Hands: Lollypop & sword with red seconds hand
 Indices: Art deco indices topped with tritium
 Crown: Fine toothed
 Caseback: Embossed Nivada Grenchen with Nivada shield logo, AUTOMATIC-COMPENSAMATIC- INCABLOC-STAINLESS STEEL-WATERPROOF
 Movement: ETA 2472 / 2461, Automatic, 21 jewels

The Revival of Nivada Grenchen Depthmaster in February 2021



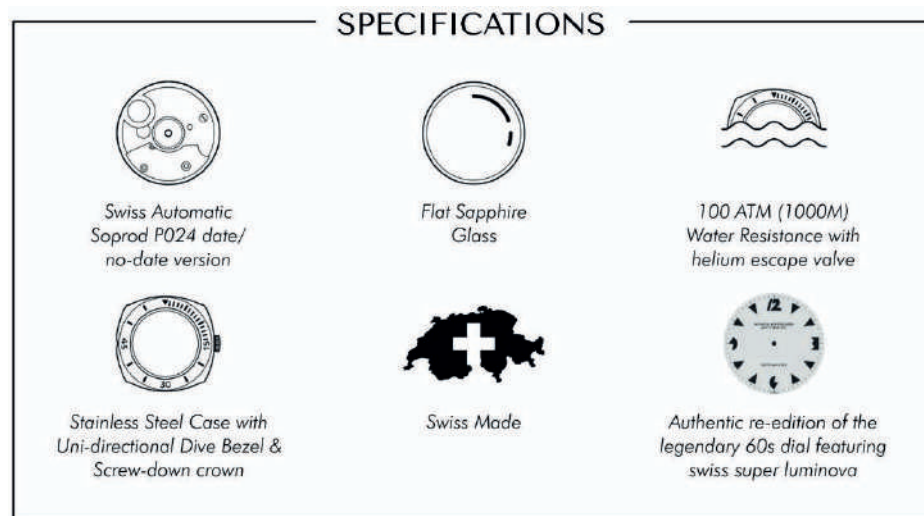
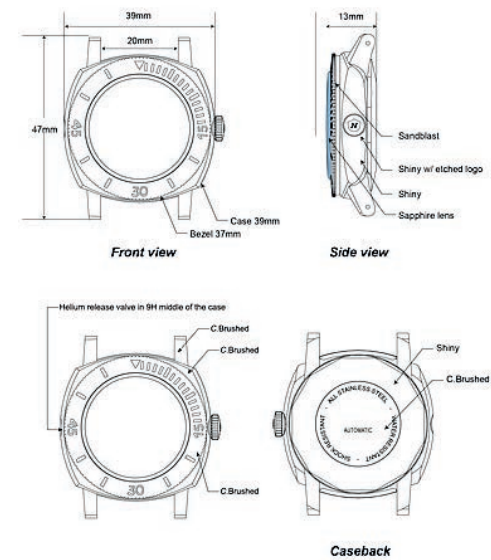
The first pre-orders of the Depthmaster were taken on February 17th 2021 and delivered in July.

The re-issue of the Depthmaster 1000 is similar to its vintage counterpart. It maintains its predecessor's 47 mm lug-to-lug and 13 mm thick measurements. Even the case buffing combination of brushed and polished surfaces is similar to the original and has thick lugs and a wide raised elapsed time bezel. The new version features a screw-down crown cambered sapphire crystal, and a helium escape valve at 9 o'clock (for saturation diving).

The vintage versions were powered by an ETA caliber 2472/2461 movement. In contrast, the new Depthmasters are equipped with a self-winding and hacking Sellita SW200 no-date (without ghost position), having a power reserve of 38 hours, and hum at 28,800 vibrations per hour (or 4Hz). Currently, the movements used in the Depthmaster is Soprod p024.



Winding Crown	Screw-down crown
Diameter	39mm
Lug to Lug	47mm
Caseback	Stainless Steel 316
Crystal	Sapphire glass
Lug Width	20mm
Buckle	316L stainless steel pin buckle
Indexes	Swiss Super Luminova treatment
Bezel	Stainless Steel 316
Strap	Brown & black leather, Tropic, Stainless steel Beads of Rice or Extensible Oyster bracelet.
Water Resistance	100 ATM (1000 meters) with automatic helium escape valve for saturation diving













Nivada Grenchen Depthmaster “Jellyfish” Limited Edition

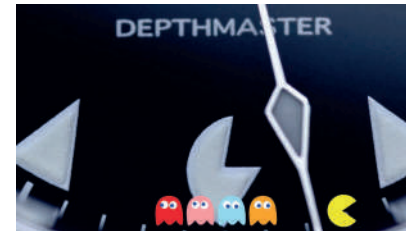


Depthmaster ‘Jellyfish’ Limited Edition

This remarkable collaboration started on Instagram between Romaric André and Guillaume Laidet. They shared some ideas about the best Seconde/Seconde touch to the Pacman and the Jellyfish idea came immediately.

The Depthmaster Jellyfish was launched on the 30th of September 2021 at 5pm Swiss Time. The Orange, Yellow, and Purple were available on Nivada Grenchen’s website. The Grey was available on the hodinkeeshop and the Blue on @_perpetue_ website. Limited to 10 pieces each.

5 colors are available (Blue, Orange, Yellow, Grey, and Purple), and only 10 of each have been produced.



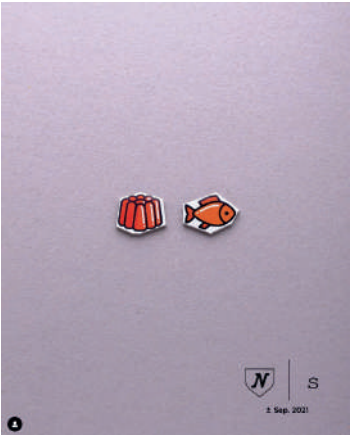
Romaric ‘seconde/seconde’ & Nivada

seconde/seconde/ has made watch-hands his playground and trademark, combining diversion, iconoclasm, and a mix of styles. There is a clash of contrasts between deliberately ludicrous patterns and scrupulous execution at an exemplary watchmaking standard. The creator shamelessly draws from contemporary culture, the internet, the streets, and video games. He extracts pop symbols, which he sets on dials like little bombs, exploding the meaning of every watch he lays his hands on. His interventions shock, shake up, and challenge. They’ll never leave you indifferent, because every intervention has meaning. Funny, clever, and mischievous, his designs command attention and serve as a reminder that watches are not only functional. They must still tell the time, of course, and in the most beautiful way possible but watches are also a marker of identity, an object that looks at us.

Romarc said that he met Guillaume on Instagram. Soon, they became friends & decided to collaborate and work together. They had a long discussion about which model should be 'vandalized' (as Romarc proudly puts it) & the Pacman was selected.

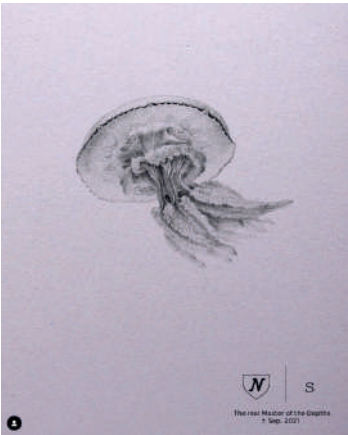
As Romarc explains, he had to play with two ideas. Pacman & Depthmaster. In the video game, Pacman is chased by ghosts must flee from them. Romarc questioned himself about who the ghosts of the depth were, and his answer was, the Jellyfish. They are the ghosts of the sea. So, using the idea, he made a pixelated seconds hand in the shape of a Jellyfish. The Jellyfish hands are manufactured in France by the last watch-hands manufacturer in the country.

Do you get the riddle?



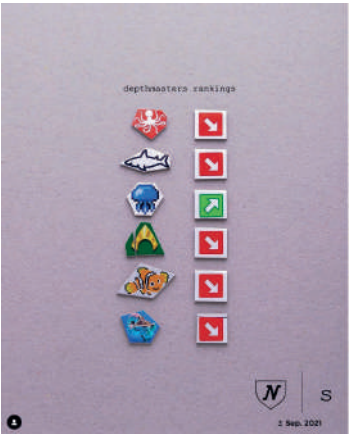
Teaser 1

The real Master of the Depths



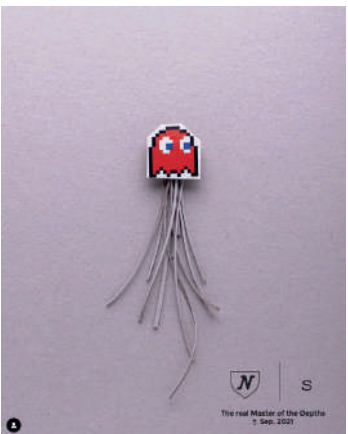
Teaser 2

All-In on the Jellyfish



Teaser 3

The real Master of the Depths



Teaser 4





The @secondeseconde Depthmaster Jellyfish Ltd Edition of 10 pieces which was available on the @hodinkeeshop



Nivada x Revolution & The Rake Depthmaster "No Barracuda"



Nivada x Revolution & The Rake Depthmaster "No Barracuda"



As narrated by Wei Koi, Founder of Revolution Watches & Guillaume Laidet, CEO of Nivada

Historically, Nivada had never manufactured a blacked-out Depthmaster, much less one on a "beads of rice" metal bracelet. But somehow, as we discussed what a potential Nivada x Revolution & The Rake collaboration should look like, a specific image kept taking shape in our minds. A lot of this has to do with Laidet's and his affection for all things late '60s and '70s, the first generation of blacked-out watches to emerge from this era which, in the context of the time, were mind-blowingly avant-gardist.



Says Laidet, "I remember talking to you about our favorite watches from the era, and you mentioned two timepieces — the 1972 Porsche Design Chronograph made in collaboration with Orfina and the 1974 TAG Heuer 'Dark Lord.'" These two watches were, of course, on my mind because they had both been revived this year. The Porsche Design watch was recreated to beautiful results with the Chronograph 1 to celebrate the model's 50th anniversary. At the same time during the 2022 Monaco Grand Prix, TAG Heuer unveiled its stunning new "Dark Lord." In the context of the early '70s, the idea of black coating on a watch, even a purpose-built tool chronograph, was wildly futuristic. Yet both of these brands, fueled by the inventive minds and unrelenting creativity of Ferdinand Alexander "Butzi" Porsche and Jack Heuer respectively, arrived at the same result. Of course, the coatings available at the time didn't have the resilience of the black treatments today, resulting in vintage Porsche Chronographs and Heuer Dark Lords accruing considerable patina over time. But they are, nonetheless, incredibly cool.



Laidet continues, "We started discussing what if we were working at the Nivada R&D department in the '70s and saw these watches. You said we would want to create a blacked-out Chronomaster 'Orange Boy', and I started laughing. I said I need to show you something I am working on..." With that, Laidet reached into the recesses of his phone's photo albums and extracted the image of a blacked-out Depthmaster. Now, the Depthmaster has always been one of my favorite dive watches. It was Nivada's second dive watch, the first being the famous Depthomatic of 1964, the very first timepiece with a built-in depth gauge using a Bourdon-tube type device. Water would enter the watch, and the pressure would deform the tube, translating into a reading for your depth. But a year later, in 1965, Nivada launched a watch that, in the context of its era, was radical.



As an amusing detail, we added a "No Barracuda" engraving to the caseback as homage to "No Radiation" symbols found on military dive watches like the famous Tornek-Rayville. And accordingly, we decided to name our unique '70s inspired, blacked-out, 1,000-meter water-resistant dive watch, the Depthmaster "No Barracuda."



Laidet and I both needed refreshment and decided to visit the Irish pub that was a stone's throw from my residence in Geneva's Old Town. Once suitably ensconced, we both ordered pints of Guinness, which were pulled to two-stage perfection there, meaning that the beer was poured at a perfect 45-degree angle to three quarters full, rested for 120 seconds, and then filled straight on until the creamy head was just proud of the rim. As we clinked pint glasses, we both stopped mid-toast. We looked at the glasses in our hands and realized that beer colors perfectly represented the ideal two colors of the watch: black for the case, dial and bracelet and Guinness cream for the markers. It was an Archimedes recognizing his bathwater rising and understanding the nature of volumetric displacement "Eureka" moment for the both of us, and it caused us to laugh.

NIVADA × REVOLUTION & THE RAKE DEPTHMASTER "NO BARRACUDA"





Nivada x Revolution & The Rake Depthmaster "No Barracuda" Ref. 14105A

Movement: Self-winding Soprod caliber P024; 40-hour power reserve
 Functions: Hours, minutes and seconds
 Case: 39mm; DLC black stainless steel; water resistant to 1,000m
 Dial: Matte black; Super-LumiNova filled indexes
 Strap: Black "beads of rice" bracelet; additional brown leather
 Price: USD 990
 Availability: Limited edition of 150 pieces

Nivada Grenchen X Undone Pixel Art Limited Edition

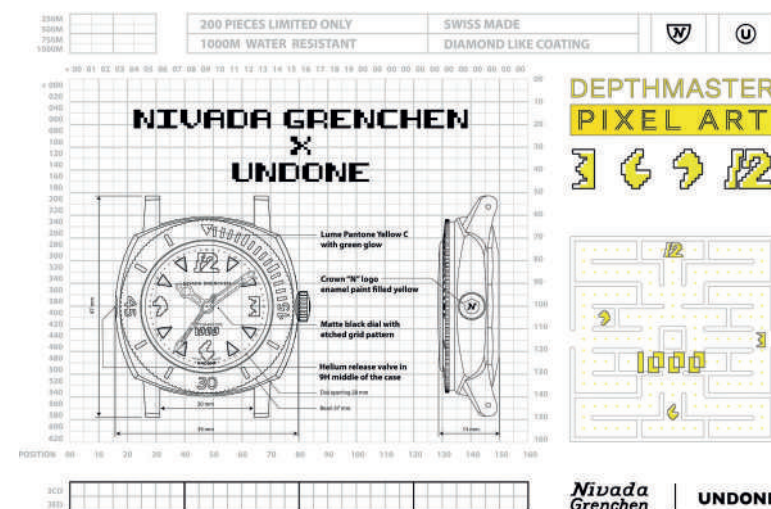




In collaboration with Hong Kong based watch microbrand, UNDONE (founded in 2014), Nivada Grenchen launched a unique limited edition of 200 pieces of the 'Pac-Man' Depthmaster on 6th December 2022. The Nivada Grenchen x UNDONE Depthmaster Pixel Art was coined a one-of-a-kind interpretation of the diving icon from the 1960s. Undone is known for its cool collaborations and customization, enabling watch lovers to own a piece for a reasonable price. The dialed markers have been intentionally pixelated to create the real arcade game Pac-Man motif. The black dial also has a pixelated texture. And the '1000' depth rating is in bright yellow to shoot a high score in the game.

A Soprod P024 self-winding movement powers the three-hands plus date watch with 38 hours of power reserve.

Speaking of the collaboration, CEO of Nivada Grenchen Guillaume Laidet said: "Working with Undone was a blast. We appreciate each other, we respect each other. Our minds naturally converged as we each brought our expertise and creative takes to create this fun watch. That's always the aim: to put fun at the center of all our watchmaking endeavors."





Reference: 14118A-UND01
Case: 39mm, black DLC-treated stainless steel
Water resistance: 1,000m (3,300ft); helium release valve
Crystal: Sapphire
Dial: Matte black, yellow Super-LumiNova marker inserts
Hands: "Pac-Man Yellow", coated with Super-LumiNova
Movement: SOPROD P024, automatic
Functions: Hours, minutes and center seconds, quick-set date, automatic winding mechanism with ball bearing, hacking seconds, 26 jewels
Power reserve: 38 hours
Strap: Black calfskin with fat "Pac-Man Yellow" stitching
Price: CHF 950
Availability: Limited Edition of 200 pieces





Various iterations of straps.



Various iterations of straps. Caseback. Dial lume.



Nivada Grenchen X Berenger, Marseille Limited Edition



On 13th June 2023, Nivada developed a limited edition of the Depthmaster with their Marseille point of sales, Berenger. Only 25 pieces were made, which were available exclusively at the Berenger boutique and website. You will notice the little Sardine on the dial.



Nivada Grenchen X Hodinkee 'Grey Glow' Limited Edition



Nivada Grenchen X Hodinkee, in early July 2023, the Nivada Grenchen Depthmaster 'GreyGlow' A new, extra lume-filled way to enjoy the funky good looks of Nivada Grenchen's classic retro diver, was available exclusively on Hodinkee Shop, limited to 75 numbered pieces.



Nivada Grenchen Green bezel Depthmaster Limited Edition



A Nivada Grenchen Depthmaster with a green bezel was launched on 26th of October 2023 at 4PM Swiss Time, limited to 50 pieces.



The versatility of Nivada Grenchen



Skindiver watches are stylish and functional timepieces with water resistance suitable for everyday activities and recreational diving. On the other hand, professional diver's watches are purpose-built tools for serious divers, offering higher water resistance, additional features, and certifications to ensure their performance under more challenging underwater circumstances. During the post Ww2 era, outdoor sports, especially diving, became famous, and many known and lesser-known watch brands started manufacturing skin diver watches. No venerable brand would have its catalog complete without one. Nivada had already had a feather in their cap. Their Antarctic model was the first watch that went to the Antarctic. To fulfill the demands of the current fad of water sport, they released the Antarctic Diver in the mid-60s. This watch was an instant hit since Nivada had already proven it's worth. It was no ordinary skin diver. It was an amalgamation of the Antarctic's robustness with Skindiver features. Since the mid-50s, deep-sea diving and underwater explorations have become integral to scientific study and underwater resource tapping. A handful of brands released professional diver's watches. Rolex Sea Dweller, Doxa Sub, Blancpain Fifty Fathoms, and Panerai, to name a few. The crucial point is that none of the above made skin divers! But to keep with the current trend, Nivada released it's Depthmaster in 1965, a professional divers watch. Thus, it became the only watch brand to make skin diver, and professional diver watches. Such was the versatility of the brand. And this trait carries on even today.



Nivada Depthmasters made specially for clients with their attached logos



Nivada Depthmaster 1000 made specially for Intersport circa late 60s - early 70s

In the 60s, the Intersport group, a Swiss conglomerate of sport stores, ordered a few Depthmasters with their logo printed on the dial for various sports activities including diving.



Photo credit: Clement de Gaulle



- Case: 38mm stainless steel cushion shaped, tilted flat lugs, not drilled
- Dial: Black dial with INTERSPORT printed below 12 & DEPTHMASTER above 6 printed in white & 1000 in red. T Swiss Made T below 6 . Date at 3
- Bezel: Bi-directional fluted rotating ring gauge bezel with recessed black slots to show elapsed time underwater.
- Hands: Lollypop & sword with red seconds hand
- Indices: Alternate Arabic & baton indices topped with tritium
- Crown: Fine toothed, signed
- Caseback: WATERPROOF-AUTOMATIC-COMPENSAMATIC-INCABLOC-STAINLESS STEEL stamped 57024
- Movement: ETA 2472 / 2461, Automatic, 21 jewels

Nivada Depthmaster 1000 made specially for
ELGHABASHI, Nivada's Middle East dealer. Circa late 60s - early 70s



Case: 38mm stainless steel cushion shaped, tilted flat lugs, not drilled
 Dial: Black dial with NIVADA GRENCHEM AUTOMATIC printed below 12
 & ELGHABASHI DEPTMASTER 1000 above 6 printed in black
 T SWISS MADE T below 6. Date at 3
 Bezel: Bi-directional fluted rotating ring gauge bezel with recessed slots
 to show elapsed time underwater.
 Hands: Arrow & sword with lollipop seconds hand
 Indices: Alternate Arabic & baton indices topped with tritium
 Crown: Fine toothed, signed
 Caseback: Embossed Nivada Grenchen with Nivada shield logo, AUTOMATIC-
 COMPENSAMATIC- INCABLOC-STAINLESS STEEL-WATERPROOF

Rare iterations



Croton Depthmaster made for the US market. Ref. 9865 circa mid 70s



Image credit: Garailium



Case: 37mm stainless steel round shaped, tilted flat lugs, not drilled
 Dial: Black dial with CROTON printed below 12 & DEPTHMASTER above 6 printed in white & T SWISS MADE T below 6 . Date at 3
 Bezel: Bi-directional fluted rotating ring gauge bezel with recessed black slots to show elapsed time underwater.
 Hands: Lollypop & sword with red seconds hand
 Indices: Alternate Arabic & baton indices topped with tritium
 Crown: Fine toothed, unsigned
 Caseback: WATERPROOF-AUTOMATIC-SHOCK RESISTANT-ALL STAINLESS STEEL stamped 101-29441
 Movement: ETA 2472, Automatic, 21 jewels

Croton Depthmaster made for the US market. Ref. 7561 circa early 80s



Image credit: Daniel Cushman



Case: Black PVD coated 41mm stainless steel 'C' shaped MRP case with short lugs, not drilled.
 Dial: Black dial with CROTON printed below 12 & QUARTZ above 6 in white. T SWISS MADE T above 6 printed in white. Date at 3.
 Bezel: Black fluted rotating ring gauge diver's bezel with white printed numerals.
 Hands: Mercedes & baton with orange seconds hand.
 Indices: Round semi cardinal, rectangular at 6 & 9, triangular at 12, tritium indices
 Crown: Fine toothed with crown guard.
 Caseback: STAINLESS STEEL-WATERRESISTANT-TESTED TO 10 ATU-BASE METAL BEZEL stamped 87157 with DEPTHMASTER sticker
 Movement: Quartz

Nivada Grenchen Depthmaster Professional. Ref .67019 circa mid 70s



Case: 38mm stainless steel cushion shaped, tilted flat lugs, not drilled,
 Dial: Red dial with shield logo & Nivada Grenchen AUTOMATIC printed below 12
 DEPTHMASTER professional above 6 & SWISS MADE T 25 below 6. Date at 3.
 Bezel: Black fluted rotating ring gauge diver's bezel
 Hands: Square lollipop & baton with lollipop seconds hand
 Indices: Alternate Arabic & baton indices topped with tritium
 Crown: Fine toothed, unsigned
 Caseback: Embossed Nivada Grenchen with Nivada shield logo, WATERPROOF-AUTOMATIC
 COMPENSAMATIC-INCABLOC-STAINLESS STEEL
 stamped 67019
 Movement: ETA 2472, automatic, 21 jewels

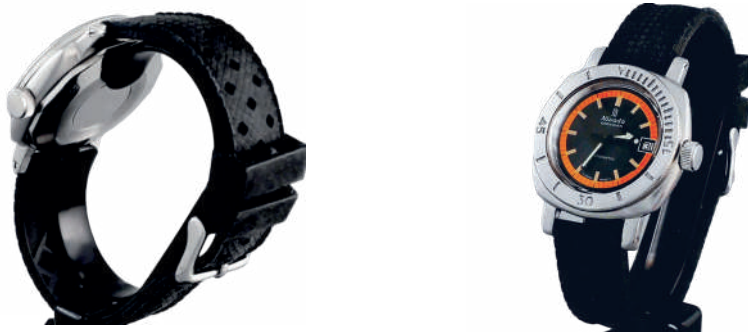
Nivada Grenchen (Phenix) Depthmaster. Ref. 67155 circa mid 70s



Case: 41mm stainless steel 'C' shaped MRP case with short lugs, not drilled.
 Dial: Slate grey dial with Phenix printed below 12 & 50 ATU Automatic
 above 6 printed in white. Date at 3.
 Bezel: Black fluted rotating ring gauge diver's bezel with white printed numerals.
 Hands: Mercedes & baton with lollipop seconds hand.
 Indices: Thin stick indices with thick ones at 6 & 9 and large double trapezium at 12.
 Crown: Fine toothed, unsigned with crownguard.
 Caseback: Embossed diamond with N on top in encircled with sectored wheel.
 STAINLESS STEEL-INCABLOC-AUTOMATIC-SWISS MADE-SUPER WATER RESISTANT
 stamped 67155
 Movement: ETA 2784, automatic, 25 jewels.



Photo courtesy: Pascal Karp Watches Expertise



- Case: 38mm stainless steel cushion shaped, tilted flat lugs, not drilled
- Dial: Black dial with orange concentric printed ring. Nivada GRENCHE printed below 12 & AUTOMATIC above 6 printed in white. T SWISS MADE T. Date at 3
- Bezel: Bi-directional fluted rotating ring gauge bezel with recessed black slots to show elapsed time underwater.
- Hands: Arrow & baton with black lollipop seconds hand
- Indices: Baton indices topped with tritium
- Crown: Fine toothed, signed
- Movement: ETA 2472, Automatic, 21 jewels

Nivada Depthmaster & Nivada Taravana An uncanny connection



Nivada Depthmaster & Taravana models with similar MRP and various other cases

In the late 70s and early 80s, the signature case design of the Depthmaster had to be tweaked as per the trend of retrograde the era. This time frame saw watch companies releasing colorful dialed watches with larger cases of various types that screamed on the wrist. The word 'Depthmaster' was synonymous with professional diving and earned its respect in the diving watch world. Discontinuing the series would be detrimental. So Nivada cleverly transitioned the nomenclature onto a few trendy Taravana diver's series models. Hence, you will find similar Nivada with either Taravana, Depthmaster, or both printed on the dial. Quartz movements also powered some. One of the main advantages of this was that most of these Taravanas (also named Depthmasters) had MRP diver's cases. Here are a few great examples.

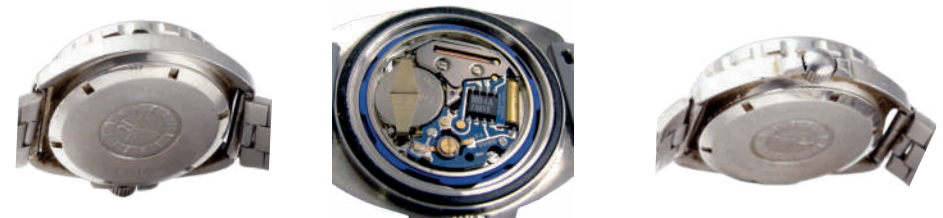


MRP case manufacturing factory, Switzerland

Nivada Depthmaster Quartz circa mid 1970s



Photo credit: Stockholms Auktionsverk



- Case: 41mm stainless steel 'C' shaped MRP case with short lugs, not drilled.
- Dial: Slate grey dial with shield logo & Nivada printed below 12 & DEPTHMASTER QUARTZ and SWISS MADE above 6 printed in white. 50 ATM printed besides 9. Date at 3.
- Bezel: Two color fluted rotating ring gauge diver's bezel with printed numerals.
- Hands: Mercedes & baton with lollipop seconds hand.
- Indices: Thin stick indices with thick ones at 6 & 9 and large double trapezium at 12.
- Crown: Fine toothed, unsigned with crownguard.
- Caseback: Embossed diamond with N on top in encircled with sector wheel.
STAINLESS STEEL-SUPER WATER RESISTANT-50ATU-SWISS MADE.
stamped 67253
- Movement: ETA 952.111, quartz.

Nivada Depthmaster circa mid 70s



Photo credit: Sebastian Peralta

Case: 41mm stainless steel 'C' shaped MRP case with short lugs, not drilled
 Dial: Dark blue dial with shield logo & Nivada printed below 12 & DEPTHMASTER and SWISS MADE printed in white. 50 ATM printed besides 9. Date at 3
 Bezel: Two color fluted rotating ring gauge diver's bezel with printed numerals
 Hands: Mercedes & baton with orange seconds hand.
 Indices: Thin stick indices with thick tritium ones at 6 & 9 and large double trapezium tritium at 12
 Crown: Fine toothed, unsigned with crown guard
 Caseback: stamped 67173
 Movement: ETA 2784, Automatic, 25 jewels.

Nivada GLX Taravana circa mid 70s



Case: 41mm stainless steel 'C' shaped MRP case with short lugs, not drilled.
 Dial: Slate grey dial with shield logo & Nivada Automatic printed below 12 & GLX TARAVANA and SWISS MADE printed in white. 50 ATM printed besides 9. Date at 3.
 Bezel: Two color fluted rotating ring gauge diver's bezel with printed numerals.
 Hands: Mercedes & baton with lollipop seconds hand.
 Indices: Thin stick indices with thick ones at 6 & 9 and large double trapezium at 12.
 Crown: Fine toothed, unsigned with crown guard.
 Caseback: Embossed diamond with N on top in encircled with sectored wheel.
 STAINLESS STEEL-INCABLOC-AUTOMATIC-SWISS MADE-SUPER WATER RESISTANT stamped 67173
 Movement: ETA 2784, Automatic, 25 jewels.

Nivada Depthmaster. Ref. 503305 circa late 1970s



Photo credit: WAECC watches



Case: 39mm stainless steel octagonal MRP case with hidden lugs, not drilled
 Dial: Black dial with shield logo & Nivada printed below 12 & AUTOMATIC DEPTHMASTER 20 ATM above 6 & SWISS MADE printed in white
 Bezel: Uni-Directional 60 Click Dodecagon Bezel rotating ring gauge diver's bezel with etched numerals
 Hands: Mercedes & baton with orange seconds lollipop hand.
 Indices: Thin stick indices with thick tritium ones at 6 & 9 and large double trapezium tritium at 12
 Crown: Large fine toothed, unsigned with crown guard
 Caseback: STAINLESS STEEL-SWISS MADE-WATERRESISTANT 20ATM stamped 67213
 Movement: ETA 2872 Automatic, 25 jewels.

Nivada Depthmaster Taravana. Ref. 503305 circa late 1970s



Case: 39mm stainless steel octagonal MRP case with hidden lugs, not drilled
 Dial: Black dial with shield logo & Nivada printed below 12 & AUTOMATIC DEPTHMASTER TARAVANA 20 ATM above 6 & SWISS MADE printed in white
 Bezel: Uni-Directional 60 Click Dodecagon Bezel rotating ring gauge diver's bezel with etched numerals
 Hands: Mercedes & baton with orange seconds lollipop hand.
 Indices: Thin stick indices with thick tritium ones at 6 & 9 and large double trapezium tritium at 12
 Crown: Large fine toothed, unsigned with crown guard
 Movement: ETA 586.121

Vintage dials and hands iterations



Dial: Black dial with NIVADA GRENCHEEN
AUTOMATIC printed below 12
& DEPTHMASTER above 6
printed in white &
1000 in red T SWISS MADE T
Hands: Lollypop & sword with
red seconds hand
Indices: Outlined 'Pac-man' indices
Circa: Mid 60s

Dial: Black dial with NIVADA GRENCHEEN
AUTOMATIC printed below 12
& DEPTHMASTER 1000 above 6
printed in white &
T SWISS MADE T below 6
Date at 3
Hands: Lollypop & sword with
red seconds hand
Indices: Alternate Arabic & baton indices
topped with tritium
Circa: Late 60s





Dial: Black dial with NIVADA GRENCHE
AUTOMATIC printed below 12
& DEPTHMASTER 1000
above 6 printed in black &
T SWISS MADE T
Date at 3
Hands: Arrow & sword with
lollipop seconds hand
Indices: Alternate Arabic & baton indices
topped with tritium
Circa: Late 60s



Dial: Black dial with NIVADA GRENCHE
AUTOMATIC printed below 12
& DEPTHMASTER above 6. Date at 3
printed in white
Hands: Lollipop & sword with
stick seconds hand
Indices: Arrow tritium indices
Circa: Mid 60s

Dial: Black dial with NIVADA GRENCHE
AUTOMATIC printed below 12
& DEPTHMASTER (in white) 1000 (in red)
above 6 printed in white &
T SWISS MADE T
Date at 3
Hands: Lollipop & sword with
red seconds hand
Indices: Alternate Arabic & baton indices
topped with tritium
Circa: Late 60s



Dial: Turquoise dial with NIVADA GRENCHE
AUTOMATIC printed below 12
& DEPTHMASTER (in white) 1000 (in red)
above 6 printed in white &
T SWISS MADE T
Date at 3
Hands: Arrow & sword with
lollipop seconds hand
Indices: Alternate Arabic & baton indices
topped with tritium
Circa: Late 60s





Dial: Green with
NIVADA GRENCHE
AUTOMATIC printed below 12
& DEPTHMASTER (in white) 1000
(in red) above 6 printed in black &
T SWISS MADE T. Date at 3

Hands: Arrow & sword with
lollipop seconds hand

Indices: Alternate Arabic & baton indices
topped with tritium

Circa: Late 60s

Dial: Black dial with NIVADA GRENCHE
AUTOMATIC printed below 12
& DEPTHMASTER above 6 printed in white &
SWISS T<25 below 6. Date at 3

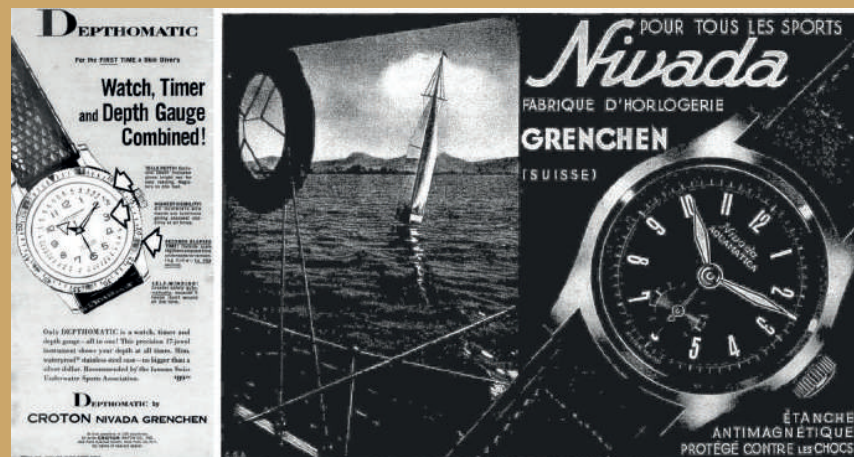
Hands: Lollipop & sword with red seconds hand

Indices: 'Pac-man' indices topped with tritium

Circa: Mid 60s



Vintage Nivada Advertisements



If you engage in any type of aquatic sport you'll find one of these very special watches custom-designed just for you

Nivada Grenchen CHRONOMASTER

More useful than any other watch.



0 **Time-out stop watch** — stops record of total elapsed time.
0 **Regular stop watch** — runs back, expires in 15 seconds.
0 **Seconds of minutes watch** — dial for measuring seconds only.
0 **Stop watch** — includes minutes and seconds — based on 600 ft.
0 **Automatic watch** — includes 10-hour recorder with alarm indicator.
0 **Expander** — expands in 100 ft. per hour, one inch in 100 ft.
0 **Tacking timer** — adjusts to give accurate timing signal.
0 **Time zone watch** — shows time for different time zones.
0 **Regular timepiece** — accurate, waterproof, providing date, day, and month in 100 ft. (100 ft. 100 ft.).

Nivada Grenchen DEPTHOMATIC

The only watch with built-in depth gauge.



The depth gauge is built into the watch and works by water pressure. The scale on the outside of the watch indicates the depth the diver is maintaining. The Nivada Depthomatic makes a position for the diver at first sight to.

1) See clearly at which depth you are.
2) Know how long you have been underwater.
3) See how much time remains for you to stay down (oxygen still with you).

Tested waterproof to 660 feet.

Nivada Grenchen DEPTHMASTER

One of the world's most waterproof watches (at 3,300 feet).



Case: Made entirely of solid Swedish steel, of the single piece (the back part of the case block of steel, they are not separated as in the case of most costly waterproof watches). This steel is a very special one, which has excellent all-round properties.

Glass: Made of special glass material, thickness 2.4 mm. The crystal is the strongest ever used on a watch.

1960s



1960s

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NIVADA DEPTH MASTER

Probably the world's most waterproof watch, with a guarantee down to 3,300 feet, which is 100 times atmospheric pressure. The case is entirely made of Swedish steel, including the lugs which form part of the same steel block. The glass is the strongest ever used on a watch, and cannot break. The rotating time elapsed bezel has a permanent lubricating system, with indelible markers. The numerals are of special high intensity luminous material (non-radio-active), and the dial is in low reflection black. The jewelled lever movement is of the highest quality, with super shock protection. The watch is selfwinding and incorporates an automatic calendar. Complete with a heavy duty diving strap this is one of the strongest watches ever made.

Model No. 650

NIVADA DEPTHOMATIC

The only watch with a built in depth gauge, which is fitted around the glass and works by water pressure. The scale on the outside bezel indicates the depth you are maintaining. The rotating bezel is internal and is moved with a separate winding crown. This equipment enables you to: i) see clearly at which depth you are, ii) know how long you have been underwater, iii) see how much time remains for you to stay down (oxygen still with you). The same high quality jewelled lever movement is installed, with a self-winding mechanism, and an automatic calendar. The watch is waterproof to 660 feet, and the black dial has high retention luminous markers. Complete with underwater strap, a highly desirable diving watch.



Model No. 651



NIVADA CHRONOMASTER

A very high grade diving chronograph, with a case waterproof to 600 feet. The dial — again in black — contains a 30 minute recording dial with a 10 — 0 minute count down zone (marked in red) for yacht racing. There is also a tachy average speed scale, and clear luminous hands and markers. The rotating scale is 0 — 60 minutes for elapsed time, and the secondary scale 0 — 12 hours for hour recording or setting two separate world time zones. The jewelled lever movement is of high quality and incorporates incabloc shock absorbers. The stopwatch mechanism records 1/5 seconds and may be stopped and restarted without zeroing. Supplied complete with underwater strap, this chronograph combines strength with complete accuracy.

Model No. 652

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1960s

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1960s



1960s

THE ONLY SKIN DIVER WATCH WITH THE BUILT-IN DEPTH GAUGE!

Only **DEPTHOMATIC** is a watch, timer and depth gauge—all in one! This precision 17-jewel instrument shows your depth at all times. Slim, waterproof* stainless steel case. Recommended by the famous Swiss Underwater Sports Association.

DEPTHOMATIC by **CROTON NIVADA GRENCHEN**

At the Jewellers in 100 countries. 400 Park Avenue South, New York 10, N. Y. For name of nearest dealer. 100 PARK AVENUE SOUTH, NEW YORK 10, N. Y. FOR NAME OF NEAREST DEALER. 100 PARK AVENUE SOUTH, NEW YORK 10, N. Y. FOR NAME OF NEAREST DEALER.

DEPTHOMATIC

For the FIRST TIME a Skin Diver's

Watch, Timer and Depth Gauge Combined!

Only **DEPTHOMATIC** is a watch, timer and depth gauge—all in one! This precision 17-jewel instrument shows your depth at all times. Slim, waterproof* stainless steel case—no bigger than a silver dollar. Recommended by the famous Swiss Underwater Sports Association.

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1960s

DEPTHOMATIC

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Nivada

POUR TOUS LES SPORTS

FABRIQUE D'HORLOGERIE

GRENCHEN

(SUISSE)

ÉTANCHE

ANTIMAGNETIQUE

PROTÈGE CONTRE LES CHOCS

1942

The Croton Chronomaster is a

stopwatch,
time out stopwatch,
doctor's watch,
yachting timer,
tachometer,
time zone watch,
aviator's watch,
skin diver's watch,
regular watch,

all in one.

CROTON

CROTON WATCH COMPANY,
CROTON-ON-HUDSON, N.Y.
FINE WATCHES SINCE 1878

1960s

SKINDIVE

THIS WATCH TELLS ELAPSED TIME UNDERWATER

SAIL

ADJUSTS FOR 5-MINUTE STARTER'S WARNING

REFeree

IT INCLUDES STOP-WATCH FOR TIMING SPORTS

RACE

IT GIVES CAR'S M.P.H. OVER MEASURED COURSE

GLOBE-TROT

IT SHOWS THE TIME AT POINT OF DESTINATION

FLY

IT CONVERTS TO AVIATOR'S 12-HR. RECORDER

AND STOP TO REST: IT MEASURES REMAINING TIME-OUT, TAKES YOUR PULSE. THE WORLD'S BUSIEST WATCH—HAS MORE USES THAN EVER COUNTED! WATERPROOF*, SHOCK-RESISTANT, AND KEEPS FIENDISHLY GOOD TIME. \$100 AT FINE JEWELERS OR WRITE FOR FACT-BOOK TO CROTON WATCH CO., 404 PARK AVE. 80., N. Y. 18

*excluding case is unopened, crystal and crown intact

CHRONOMASTER

BY CROTON NIVADA GRENCHEN

1960s

A watch for all time.

Nivada Grenchen CHRONOMASTER

Just telling time isn't enough. Not for someone who takes time seriously. He has to measure it, too.

And the Chronomaster performs every timing function known to man. Down to 660 ft. underwater.

It's a stop watch for athletes, doctors, photographers. Solves time-zone riddles for travelers. Calculates speed. Even gives yachtsmen the 5-minute warning signal.

Don't you know someone who'd like a watch for all time? Surprise him with the Chronomaster. On Father's Day. Or graduation. At our New York store. Mail orders filled promptly. \$100.00. (Add 5% tax for New York City delivery)

SPRITZER + FUHRMANN
"Jewelers of the Caribbean"
4th Floor, 5 E. 57th St., New York
Curacao • Aruba • St. Maarten • Bonaire

1960s

Nivada Compensamatic

17 jewels 12,000 ft. water
10 jewels 10,000 ft. water
10 jewels 10,000 ft. water

9 most gold models in the modern style

are being advertised in the National Press

Andrew & Co., Ltd.
102 HATTON GARDEN, LONDON, E.C.1

THIS WATCH WENT TO THE ANTARCTIC!

With Admiral Byrd on "Operation Deepfreeze". They were subjected to prolonged Antarctic extreme cold and high-pressure. They were dropped and crashed against ice. They were never wound. Through all these tests Nivada's "ANTARCTIC" - 1000 feet down. Their movement "Compensamatic" "Antarctic" made them as accurate as the very best watches at any time in the history of watch-making at the Equator.

If you want peace of mind, service under all conditions, the "Antarctic" is the watch for you. One of the bestest at all — in your world.

Nivada Compensamatic

Sold and guaranteed in 95 countries
1945 - 1946 the most famous of the Antarctic watches
"THE STORY OF THE"

Nivada S.A. Grenchen, (Switzerland)

A double page advertisement will be appearing in LIFE, on 16th March, 1959, illustrating the ANTARCTIC range of NIVADA watches.

Specially designed display stands and advertising material to help you to derive the fullest benefit from this publicity are obtainable from the sole concessionaire for the United Kingdom —

Andrew & Co., Ltd.
(Incorporated in London 1951)
102 HATTON GARDEN, LONDON, E.C.1

1950s

ANTARCTIC

CROTON NIVADA GRENCHEN

This is the watch that went to the Antarctic

with Admiral Byrd on Operation Deepfreeze. It was never wound, never lost, never broken. It was dropped, hit and knocked against ice. It lived in rigging temperatures — from 100 above to 80 below. And it kept time perfectly! That's what we mean when we say the watch is waterproof, self-winding, shock resistant, anti-magnetic, with a guaranteed waterproofing and balance staff. And that's why Croton can guarantee it automatically for three years. It's the best, too. We don't know a father or a son who wouldn't be proud to own it. \$99.50.

1957

U.S. NAVY ANTARCTIC EXPEDITION..

"ANTARCTIC"
SPECIALLY DESIGNED WATCH BY NIVADA WEATHERS ORIGINALLY OF U. S. NAVY ANTARCTIC EXPEDITION

Took Force 40 of the U. S. NAVY ANTARCTIC EXPEDITION, with Rear Admiral Richard E. Byrd as Officer-in-Charge, has just completed operation "DEEPFREEZE '57" in support of the Antarctic phase of scientific projects in which the United States will participate with some 18 other nations during the International Geophysical Year (IGY, 1957-1958) on research announced by the White House.

Now it can be concluded that the "ANTARCTIC", the Nivada watch named in honor of the Antarctic Expedition, was specially designed with a unique new "Compensamatic" feature engineered for the hazards of cold weather activities of the 1950 military men engaged in research efforts in meteorology, cosmic rays, solar activities, ionospheric physics, geomagnetism and glaciology.

The new "Compensamatic" features are incorporated into all Nivada watches, ensuring their precision at all temperatures and at any altitude.

Antarctic Watches by Nivada

1957

Nivada

THE EXTRA FLAT NIVADA COMPENSAMATIC WITH THE STRENGTH OF ATLAS

A product of ingenuity and technical skill made possible by the extra-flat, compensamatic watch, protected against water and shocks by an internal shock absorber, mounted in a watch of such thickness.

And, the every Nivada, is "Compensamatic" — with temperature, the accuracy watches maintain.

Nivada GRENCHEN - SWITZERLAND

Sold and serviced in 95 countries. Look at it in the best jeweller's shop of your town. FREE OF CHARGE. Ask for our new and interesting book "THE STORY OF TIME."

SINCE OUR APPOINTMENT AS U.K. CONCESSIONAIRES EARLY IN 1950 THE SALES OF THIS FINE SWISS WATCH HAVE PROGRESSIVELY INCREASED.

For 1959 a considerable number of entirely new models have been added to the NIVADA range. See them at our London Showroom.

Andrew & Co., Ltd.
102 HATTON GARDEN, LONDON, E.C.1

1959

Nivada Compensamatic

are being advertised in the National Press

1000 ft. water
1000 ft. water
1000 ft. water
1000 ft. water

9 most gold models in the modern style

Andrew & Co., Ltd.
102 HATTON GARDEN, LONDON, E.C.1

1959



1942



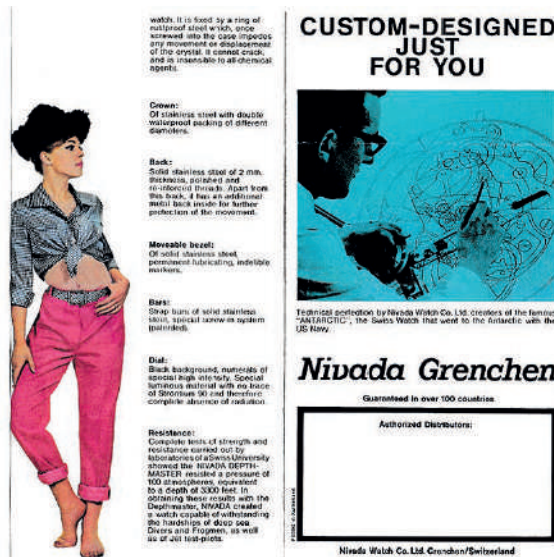
mid 50s



149.-

1. Chromiert mit Stahlboden, wasserdicht und stoßgesichert, «Nivada»-Werk
Gleiche Uhr in Plaque Fr. 163.-

mid 50s



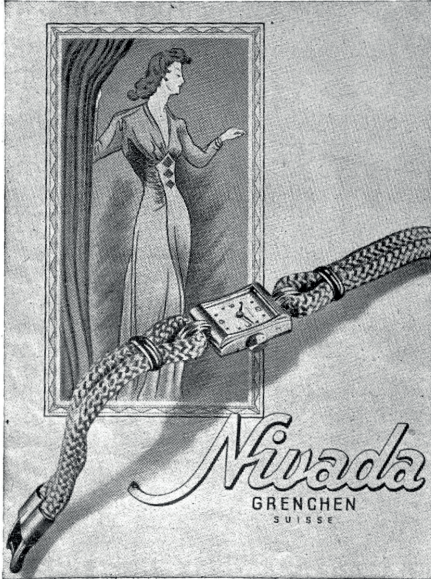
early 70s



1955



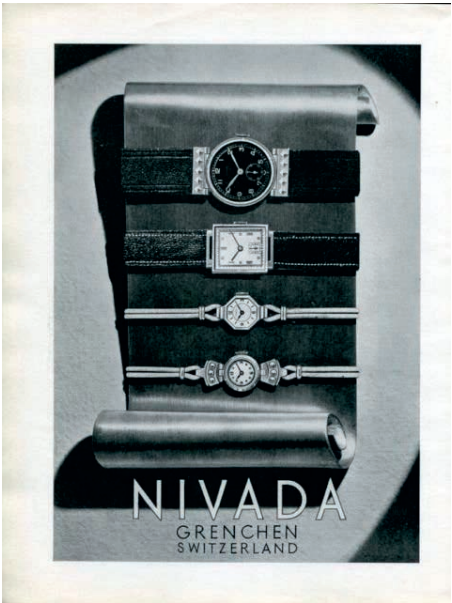
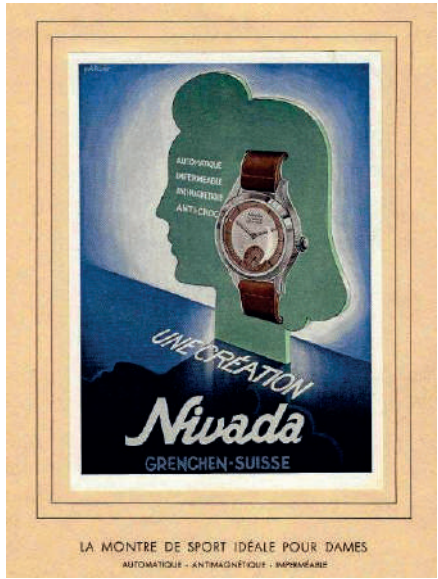
mid 50s



1970s

1950

mid 70s



early 50s

early 50s



NIVADA WATCH CO. LTD., GRENCHEN
(SWITZERLAND)



Model 5386. The NIVADA-AQUAMEDICO was specially built for precise measurement of short spaces of time. By simply moving the crown, you may, at will, stop and start again the sweep-second hand without influencing in any way minute and hour hands. COMPENSAMATIC* - NIVADA-AQUAMEDICO presents itself as a handsome, waterproof sport-watch, but with the qualities of a chronograph.

* i. e. precision at any temperature.

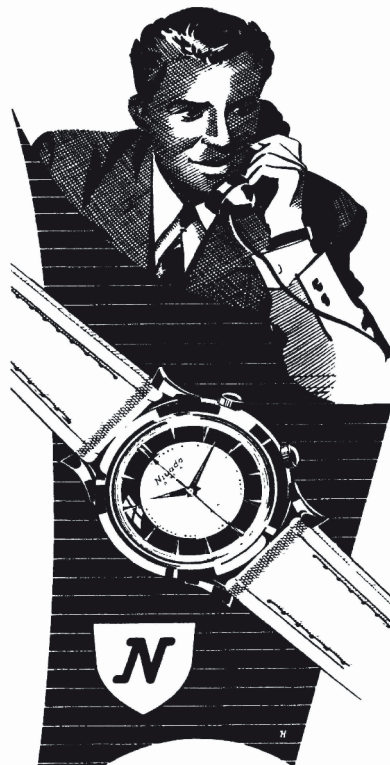
"Available at all good watch dealers".

Nivada
AQUAMEDICO

For Service And Catalogues Write To:
MADORINA WATCH CO. LTD.,
Embassy House, Fort, Bombay.

1956

NIVADA WATCH CO. LTD., GRENCHEN
(SWITZERLAND)



Model 8393

Thanks to its COMPENSAMATIC* movement with alarm-clock device, NIVADA-ALERTA is the ideal watch for businessmen: it reminds them discreetly of their appointments.

* i. e. precision at any temperature.

"Available at all good watch dealers"

Nivada
ALERTA

For Service And Catalogues Write To:
MADORINA WATCH CO. LTD.,
Embassy House, Fort, Bombay.

1957

A Distinguished Waterproof Watch
Croton All-Gold-Encased
AQUAMEDICO



Sturdy, dependable
timekeeper. Waterproof,
shock-resistant, luminous
dial, sweep second hand,
17 jewels. 14-kt. gold, \$100;
10-kt. gold, \$65. At better
stores. Booklet "K" on request.

Croton Watch Co., Inc., 48 W. 48th, N. Y. 19

Croton

FOR ALL TIME SINCE 1673

1950s

the
first waterproof*
self-winding watch
that is



slim,
elegant,
curved
to
your wrist
and

shaped
like a
luxurious
dress watch...



Now the best-performing
self-winding watch
is also the best-looking.
CROTON NIVADA GRENCHEN
has succeeded in putting a
self-winding mechanism
into a smart, thin,
rectangular-shaped case.
The watch itself is
waterproof*, dustproof,
shock-resistant and
anti-magnetic. It's been
proved more accurate
than other self-
winding watches. Its

Everlast mainspring and
balance staff are
guaranteed for life. Get
this remarkable new
self-wind, that's elegant
enough to wear as a dress
watch—the AQUAMATIC R,
with 10 kt. gold-filled top,
steel back case,
\$71.50 incl. fed. tax.

CROTON
NIVADA GRENCHEN

AS LONG AS THE CRYSTAL IS INTACT, CASE UNOPENED
WRITE FOR FREE BOOKLET, DEPT. L.
CROTON WATCH CO., INC., 404 FOURTH AVE., NEW YORK 16, N. Y.

1953

THE
ONLY WATCH
IN
THE WORLD
THAT
GIVES
YOU
THIS
GUARANTEE
OF
ACCURACY

CROTON
ACURATOR

Exclusive outside regulator allows you to adjust this fine watch to your personal tempo. Waterproof*, dustproof, shock-resistant, anti-magnetic 17 jewel movement. Shatterproof crystal, chrome top, steel back. **\$42.50** tax incl.

*CROTON WATERPROOF WATCHES STAY WATERPROOF AS LONG AS THE CRYSTAL IS INTACT. THE CASE UNOPENED. ONLY A JEWELER SHOULD REPLACE CRYSTAL OR CLOSE CASE TO RESTORE WATERPROOF QUALITIES.
CROTON WATCH CO., INC., 48 WEST 48 ST., NEW YORK 19

NO FINER WAY
TO REWARD
SOMEONE FOR
A FINE
PERFORMANCE



Nivada Grenchen
\$175

Because these precious watches are made with custom care by unhurried craftsmen, they may not be as easy to obtain as ordinary mass-produced time pieces. "AQUAMATIC 175" for men. "AQUA-ETTE" for women. Self-wind waterproofs.* 14-kt. gold case, guaranteed unbreakable balance staff and mainspring. Ladies' with 18-kt. gold dial, 17-jewels. \$175. Fed. tax incl. At fine jewelers, or write

CROTON WATCH CO.
404 Fourth Ave., New York 16, N. Y.

*as long as crystal is intact, case unopened

1955

[illegible][illegible]

Nivada
Grencher

"Available at all good watch dealers".

For Service And Catalogues Write To
MADORINA WATCH CO. LTD.,
 Embassy House, Fort, Bombay.

*If within 3 years, this watch fails to perform through any mechanical defects (outside of abuse) we will repair it free of charge.

136

TREASURE



Elegance for today...
Heirloom for tomorrow

10 Certified Perfect Diamonds
clustered brilliantly on gleaming
14K gold. 17 ruby-jewel movement.

Sold and serviced in 85 countries by
jeweler-craftsmen who honor the Nivada
Grenchen guarantee. **\$89.50 F.T.I.**

CROTON
NIVADA GRENCHEN

For name of your friendly neighbor—the jeweler, write
Croton Nivada Grenchen, 404 Fourth Ave., N. Y., 16, N.

for perfect time in *any* climate!

Wherever you go, whatever you do — swimming in Bermuda or skiing in Switzerland, sport the new, *wonder* watch of the world! Regulates automatically to all temperatures . . . completely unaffected by climatic changes, or barometric pressure. You're a really seasoned traveler when you're on Nivada-Grenchen globe-trotter time!

from the new

Nivada-Grenchen

globe-trotter series

of compensamatic
watches



Self-Winding, Waterproof
Lady's "Sea Wymph"
12 jewel 18k-18m steel case.
Gleaming steel case.
Guaranteed unbreakable
balance staff and main
spring. \$85*



Self-Winding, Waterproof
Men's "Aqua-matic"
17-jewel advance-style
steel. Gleaming steel case.
Guaranteed unbreakable
balance staff and main-
spring. Special automatic
feature gives date. \$99.50*



*Plus Fed. Tax
Free mail for credit to dealer.
Cash discounts.

SOLD AND SERVICED AT LEADING JEWELERS IN 45 COUNTRIES, INCLUDING:

Canada, Montreal.....	London, U. K.....	Geneva, Switzerland.....	Paris.....
Geneva, Switzerland.....	London, U. K.....	Geneva, Switzerland.....	Paris.....
Geneva, Switzerland.....	London, U. K.....	Geneva, Switzerland.....	Paris.....
Geneva, Switzerland.....	London, U. K.....	Geneva, Switzerland.....	Paris.....

In U.S.A., at all **CROTON** Watch dealers
Croton Watch Co., 404 Fourth Avenue, New York 16, N. Y.

104

why buy any watch unless it's a . . .

STOP WATCH
TIME OUT TIMER
DOCTOR'S WATCH
YACHT TIMER
TACHOMETER
AVIATOR'S WATCH
TIME ZONE WATCH
SKINDIVER'S WATCH
REGULAR WATCH



Buy the greatest technical chronograph-wrist computer of our time: new Croton SUPER-CHRONOMASTER, \$120. It's all those and more. For free fact-book detailing its radical advances, write Dept. P-71, Croton Watch Co., Croton-on-Hudson, N.Y. 10520.

CROTON
SUPER-CHRONOMASTER
since 1878

1960s

If you're about to buy a watch, why not make sure it's a

- 1 stop watch
- 2 time out stop watch
- 3 doctor's watch
- 4 yachting timer
- 5 tachometer
- 6 aviator's watch
- 7 time zone watch
- 8 skin diver's watch
- 9 regular watch

Why not make sure it's the Super-C Chronomaster by Croton, \$120. Write for free fact book: Dept. P-72, Croton Watch Co., Croton-on-Hudson, N.Y. 10520



CROTON
SUPER-C
CHRONOMASTER

Where-To-Buy-It Use REACTS Card — Page 211

1960s



The last thing she'll want to take off is her Nivada

... quite understandable really. After all a Nivada watch is something to treasure. For as well as looking good, Nivada watches have all kinds of 'hidden extras' too. Take the Nivada man's watch, 5730, shown here, 17-jewel compensamatic movement, with Incabloc shock protection. Gold-plated case, stainless steel back, set-in sunray dial. It costs £14.3.6. The lady's watch is model 2084 which has a 17-jewel Incabloc protected movement in a 9 ct. gold case with integral 9 ct. bracelet. It costs £45.10.0. Ask to see the Nivada range at your jewellers



Nivada
SWISS

Andrew & Co. Ltd. Chapel House Hatton Place EC1

1966

For dependable time, depend on Croton's

SCIENTIFIC DEFENSE

Against Water, Shocks, Dust, Magnetism



AQUAMATIC AQUAMEDICO

Expertly proofed against the elements, and designed to withstand the roughest kind of wear, these popular Croton watches are the ones active men depend on for dependable timekeeping. They stand out because they stand up, under all circumstances.

AQUAMATIC—the watch that winds itself, 17 jewels, radium dial, unbreakable glass . . . \$19.95. **AQUAMEDICO**—tells time to the second, Radium dial, Style A, 9 jewels . . . \$29.95; . . . 17 jewels . . . \$31.50. Style B, 9 jewels . . . \$24.95; . . . 17 jewels . . . \$29.95.

At better stores or write direct.

CROTON

FOR ALL TIME SINCE 1878

CROTON WATCH COMPANY • 48 WEST 48TH ST. • NEW YORK CITY

1950s

Interview of Guillaume Laidet - CEO of Nivada Grenchen



How did you first get into watches? Were you always a watch fan or did an event or circumstance steer you into this profession?

When I was around 18, my father started buying old vintage watches to make a small collection. At that time, I had flashed on an Omega Constellation from the 50's that he ended up offering me for my business school degree because I wore it all the time.

At what stage did you decide to revive Nivada?

In March 2019, in Paris during a discussion with Remi Chabrat, who I knew was in contact with the owner of Nivada Grenchen brand. I came up with the idea to relaunch the models and stick to the roots of the vintage collections of the brand.

You and your team have catapulted Nivada to a new high. May you emphasize on the success story?

We have been pleased with the first relaunch of the Chronomaster and the watch community's warm welcome. So we have also relaunched the Antarctic and Depthmaster collection with the same success. Now, we are developing the wholesale presence of Nivada to enable more people to discover the brand worldwide.

What are your future plans for Nivada?

We have so many collections to redo, and every day a collector gives us a new idea of re-edition as the past collection patrimony of Nivada Grenchen is infinitely deep and rich. So our challenge is to carefully choose the one we will relaunch and do it perfectly, always with the idea of offering excellent quality for the best prices possible.

About the Author & Designer - Aashdin K. Billimoria



Aashdin K. Billimoria is a professional horologist, archivist, historian, and writer for over three decades. He has authored 'Nivada Antarctic-The History of a Legend' and is currently completing his flagship book 'A Comprehensive Guide to Vintage Swiss Watches'. He is very passionate about his profession and dedicates a few hours daily to studying horology, making him quite an authority in this field. Aashdin comes from a family of watch collectors and started collecting watches at 6. Currently, he has around 450 timepieces in his private collection.

Being a graphic designer and artist, he has authored this book and designed it. He has been featured in various online magazines such as Fratellowatches.com., Timekeepers Club, MasterHorologer, Gemme-fashion.com, Chronographes.net, Neueuhren.de, GMT India etc., and in Europa Star & is a respected figure in the watch community.

Special thanks to:
Revolution Watches
Europa Star
Fratellowatches
Hodinkee
Watch I Love
Watchpro
The Rake
Professional Watches
MasterHorologer
Richard Askham
Mathieu Louis
M. Sordon
A. Turner