

# DOXA SUB - The Adverts



**Perfect timing.**

This Doxa diver's watch has all the precision you'll ever need! The 17-jewel Swiss movement is encased in bored and polished stainless steel and tested to depths up to 990 ft. and temperatures to 76 degrees below zero!

Sportsman features include stop-watch action, minute counter, continuous second hand and a timing bezel around the outside. The luminous dial markings and the date on the large face read vividly through the scratch-proof, mineral crystal lens.

The entire timepiece is so good-looking that men wear them every day. They can't be mistaken for ordinary watches and they tell the whole world what kind of man you are.

There's a full line of fine U.S. Divers watches and accessories, such as depth and temperature gauges and compasses for the sports diver. See your U. S. Divers dealer.

For our new full-color catalog, send \$1.00 to U. S. Divers Co., Dept. B, 3323 West Warner Ave., Santa Ana, California 92702

**Join U.S. Divers**  
It's a man's world.

  
U.S. DIVERS CO.

Dr. Peter McClean Millar

This book is dedicated to my wife Stephanie  
The one constant in my life for so long

Saranghae

# ACKNOWLEDGEMENTS

Once again I am indebted to Rick Marei and DOXA Watches S.A. This book could not have been written without their help, especially Rick who had a deep dive through the archives and came up with a number of adverts I didn't have. Likewise, thanks again have to go to the many, many members of the Official DOXA forum for all their postings and support.

Special thanks to Ty Alley who unknowingly put the idea in my head and John Genart who sent me most of the Aubry years catalog pages.

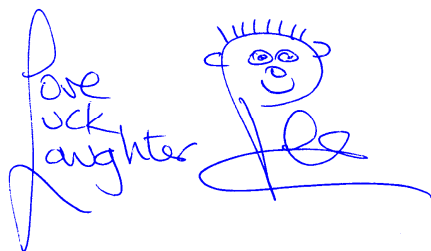
Again, usual nod to my mom Theresa, my wife Stephanie and my children; Katie and Kieran who now really do think I'm nuts because of my passion for DOXA watches.

Thanks guys. This book belongs to you all.

## AUTHOR'S NOTE

This book came about because Ty Alley, a Moderator on the DOXA Forum and good friend, posted a couple of picture of some old diving catalogs which had vintage SUB 300T watches in them. The images got me thinking about all the adverts I had used in the original DOXA book I wrote: DOXA SUB : FORTY YEARS : 1967 – 2007 and the follow up: TEN YEARS OF THE DOXA SUB. I pulled out both books and as I flicked through them I realized that there were more than enough adverts of DOXA SUBs over the last 46 years to make into a stand alone book about the adverts themselves.

And here it is. I hope it is a worthwhile addition to every DOXA fan's library.



Dr. Peter McClean Millar – September 2013

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## The Adverts of the DOXA SUB

You won't find a lot of information on DOXA SUB dive watches in these pages. Nothing about the steel used to make them or the type of crystal or what movement was used to power them. In fact there is very little technical information at all. I could recommend two other DOXA books where you could find all that stuff... but, if you have read this far already then you know exactly which books I'm referring to... No, this book is purely a visual feast. It is a collection of adverts which were produced over the last 46 years to announce and highlight new models in the DOXA SUB range. I've tried to be as chronologically accurate as possible but a lot of the actual publishing dates are lost in the mists of time so some are really best guess dates. The



Image 1 | SUB 300 – 1967

vast majority of these adverts come from watch magazines, dive magazines and catalogs and in recent years internet postings and websites. A number of the adverts are scans of the magazines which I have acquired over the years, others are “lifted” from the internet with acknowledgements where possible and others are from DOXA archives. Not all the images are as clear as I would have liked but they are the best that I could find. If anyone has any better ones or ones that are not included here, please let me know and I will update the book to incorporate them.

## The Beginning

The orange dial SUB 300 was presented to the public at the Basel watch show in the spring of 1967. A number of adverts survive showing the European Metric bezel. Close examination shows some interesting anomalies. For example image 4 shows the original SUB 300 in 1967. Image 7 from 1969 seems to show the same watch but in fact the sweep hand is the later SUB 300T one which was lumed. The original SUB 300 had a sweep hand with paint at the end, no luminous material.

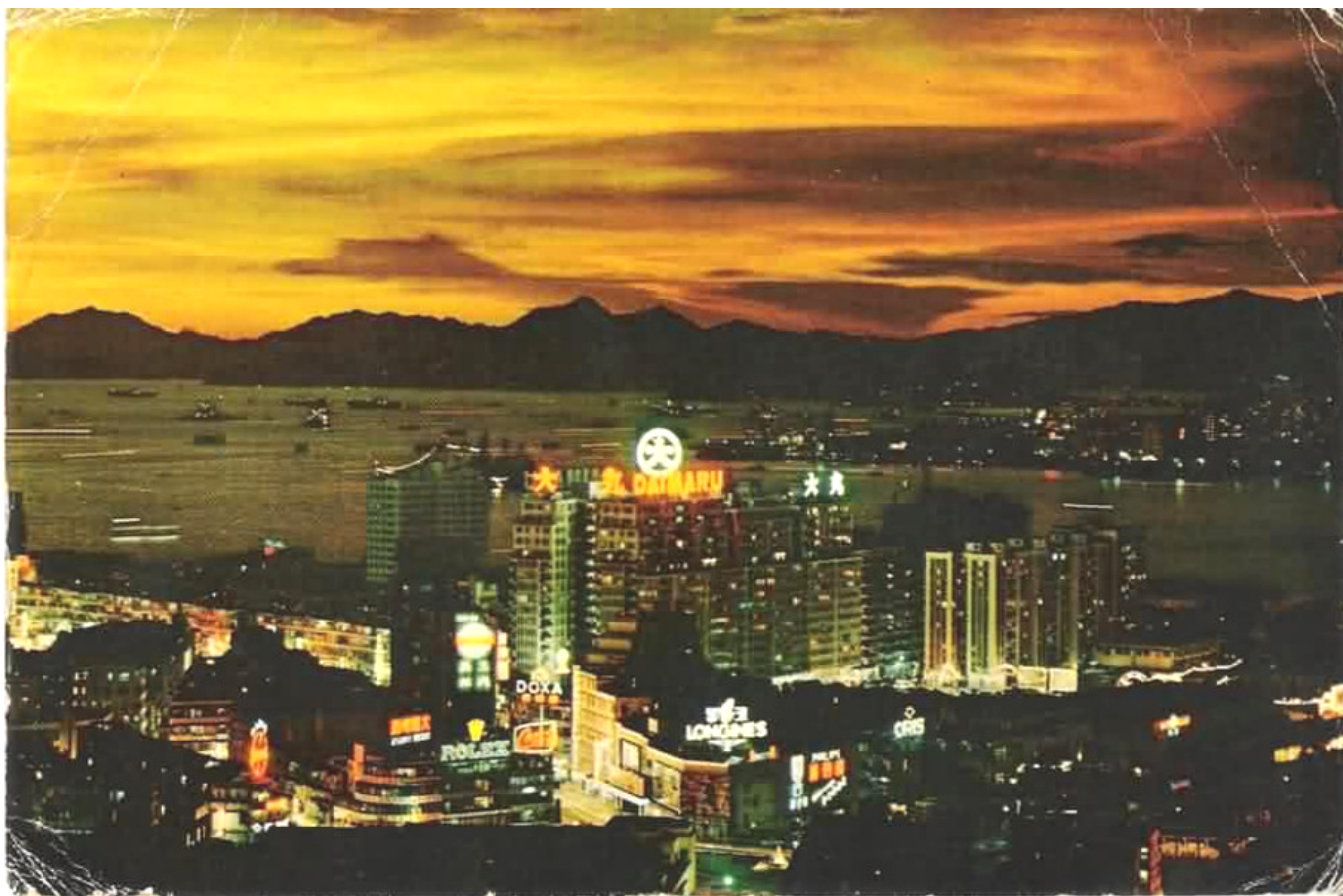


Image 2 | Early 1970s postcard of Causeway bay in Hong Kong showing DOXA neon sign



# DOXA

## SUB 300

### Tested on the rocks

Image 3 | SUB 300 - 1967

Divers who know quality insist on Doxa watches. In fact, discriminating sportsmen everywhere choose Doxa. They wear Doxa with pride during leisure hours as well as on more formal occasions. And no wonder. This unique watch from Aqua-Lung is so handsomely styled, so incomparably efficient that it stands alone. Here is a master-crafted timepiece with a 17 jeweled self-winding Swiss movement to assure absolute accuracy. Doxa also features a double-scale no-decompression bezel which indicates elapsed time and maximum time at depth for ascending without decompression. A tritium luminous dial permits fast, easy reading in darkest waters. You'll find these other distinctive Doxa extras, too: Stainless steel link band adjustable to any wrist. Special shock-absorber system for maximum protection. Your choice of an orange, black or silver face. A full year guarantee. Doxa is tested to withstand pressure at 990 feet and 76 degrees below zero temperatures. Get Doxa at your Aqua-Lung Dealer. Only \$150. But worth much more. Obviously. Aqua-Lung, a division of U.S. Divers Co., 3323 West Warner Avenue, Santa Ana, California 92702.



U.S. DIVERS CO. guarantees each new watch to be free from defects in material and workmanship under normal use and service for one (1) year from date of purchase. Guarantee excludes any damage resulting from neglect, accidents or improper usage, alteration or attempted service from a source other than U.S. DIVERS Co., postage prepaid, with case, crown and crystal intact.



**participez  
avec nous au succès  
de cette nouvelle montre  
de plongée exceptionnelle**



Conçue et testée par des plongeurs chevronnés, la nouvelle DOXA SUB 300 supporte une pression de 30 atmosphères (300 mètres sous l'eau). Elle est équipée de perfectionnements techniques qui augmentent sensiblement la sécurité des plongeurs. Son mouvement de précision est protégé

par une forte boîte en acier qui résiste aux épreuves les plus dures. DOXA SUB 300 existe en 3 versions:

**PROFESSIONNAL** avec cadran orange, étudié pour une lisibilité accrue aux grandes profondeurs.

**SHARKHUNTER** avec cadran noir «classique plongeur» et aiguilles blanches.

**SEARAMBLER** avec cadran gris métallisé particulièrement adapté à la pratique de tous les sports.

DOXA SUB 300 est livrée dans un coffret de luxe en métal brossé qui peut être utilisé comme présentoir de vitrine (système exclusif DOXA), puis comme boîte à cigarettes ou à bijoux.

La vente du modèle DOXA SUB 300 vous sera facilitée par une publicité importante réalisée par la fabrique. Demandez-nous le catalogue DOXA SUB 300, vous y découvrirez les 27 avantages de cette montre extraordinaire.

**MANUFACTURE DES MONTRES DOXA S.A. - LE LOCLE - SUISSE**

**vendez DOXA  
vous  
deviendrez  
l'ami  
de vos clients**

**DOXA**  
SUB 300



## Coopere con nosotros en el éxito de este nuevo reloj excepcional de buceo



Ideado y puesto a prueba por buceadores competentes y experimentados, el nuevo DOXA SUB 300 soporta una presión de 30 atmósferas (300 metros bajo el agua). Tiene perfeccionamientos técnicos que aumentan sensiblemente la seguridad de los buceadores. Su máquina de precisión está protegida con una caja de acero muy resistente que soporta

las pruebas más difíciles.

Hay 3 tipos de DOXA SUB 300 :

**PROFESIONAL** con esfera **anaranjada**, estudiada para que pueda verse muy bien en las grandes profundidades.

**SHARKHUNTER** con esfera negra « clásica buceador » y agujas blancas.

**SEARAMBLER** con esfera gris metalizada particularmente adaptada al ejercicio de todos los deportes.

DOXA SUB 300 se entrega en un cofrecito de lujo, de metal cepillado, el cual puede utilizarse en el escaparate como presentador (sistema exclusivo DOXA). Los clientes pueden utilizar el cofrecito como pitillera o joyero.

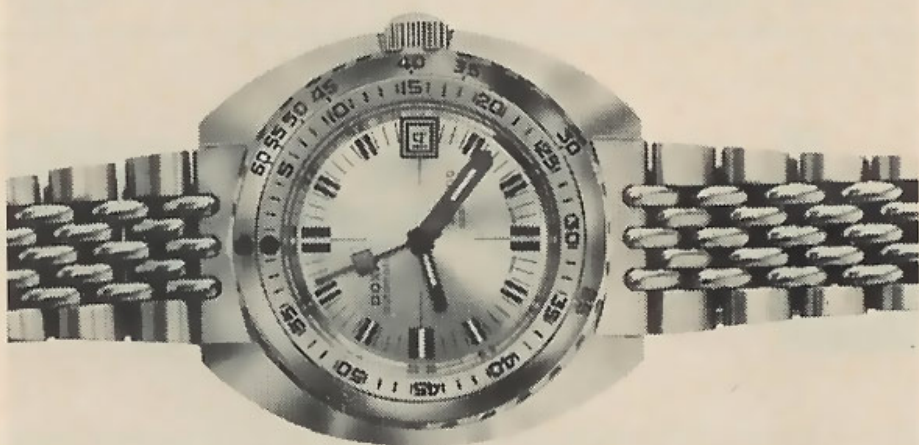
La venta del modelo DOXA SUB 300 será facilitada con la publicidad importante hecha por la fábrica. Pídanos el catálogo DOXA SUB 300. En él descubrirá las 27 ventajas de este reloj extraordinario.

**Venda DOXA  
llegara a ser  
amigo de sus  
clientes**

**DOXA**  
SUB 300

MANUFACTURE DES MONTRES DOXA S.A. — 2400 LE LOCLE — Suisse

Image 5 | SUB 300 - 1967 - Italian



**DOXA WATCH:** Probably the most coveted item of their '68 line is the Doxa underwater watch. Already a popular time-piece on the European diving scene, this 17-jewel, self-winding diving watch is a match for any of the best (expensive, too). The Doxa is guaranteed to a depth of 1000 feet or to a temperature of 76 degrees below zero (ice dive anyone?). The dial face is available in one of three colors: bright orange for easy reading in murky or deep waters; black or silver for dress wear. Numbers and dial pointers are luminous to help things along on dark dives. The wristband is a rugged looking stainless steel arrangement, with removable links for shortening. A quick-adjust ratchet in the clasp allows instant wristband expansion for wear over the wet suit. This readjustment can be accomplished with one hand easily. Probably the most interesting feature of the Doxa is the double-bezel. The inner ring is a standard time-lapse bezel for figuring bottom time accumulation. The outer ring, however, is something new. It amounts to a zero-decompression table simply mounted as a circular scale. The ring is marked off in feet, at increments of 10, i.e. 10, 20, 30, 40, etc. This scale is matched with the inner ring to indicate maximum bottom time allowed before decompression is required. One added safety feature...the bezel only rotates in one direction, counter-clockwise.



**participez  
avec nous au succès  
de cette nouvelle montre  
de plongée exceptionnelle**

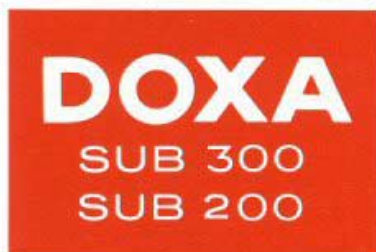
La sécurité des plongeurs professionnels et sportifs est assurée grâce aux nombreux avantages techniques incontestables des nouvelles DOXA SUB 200 et SUB 300 étudiées et testées par :

- Un centre de recherches et d'essais dynamiques d'étanchéité.
- Des plongeurs professionnels océanauts.
- Des centres de plongée de différents pays.
- En collaboration avec les techniciens de la Fabrique des Montres DOXA.

Ces spécialistes ont mis au point, dans les moindres détails, les nouveaux modèles de plongée DOXA SUB 300 T, SUB 200 (pour dames), SUB 200 T-GRAPH (chronographe), SUB 300 T Conquistador (à valve à hélium).

**DOXA SUB 200 et SUB 300 font partie de la classe des montres les plus précises et résistantes du monde.**

**vendez DOXA  
vous  
deviendrez  
l'ami  
de vos clients**



Montres DOXA

DIVISION DE SYNCHRON S.A.  
FABRIQUES D'HORLOGERIE RÉUNIES



CH-2002 NEUCHÂTEL (SUISSE)



Commercial Diving Division displays equipment aboard Captain Cousteau's famous research vessel, Calypso.



Capt. Jacques-Yves Cousteau,  
Chairman of the Board,  
U.S. Divers Co.

Tell the world you're a diver  
with the most famous name  
in dive watches . . . Doxa,  
from U.S. Divers.

Image 8 | US Divers - 1970

# We discovered a new world





# Perfect timing.

This Doxa diver's watch has all the precision you'll ever need! The 17-jewel Swiss movement is encased in bored and polished stainless steel and tested to depths up to 990 ft. and temperatures to 76 degrees below zero!

Sportsman features include stop-watch action, minute counter, continuous second hand and a timing bezel around the outside. The luminous dial markings and the date on the large face read vividly through the scratch-proof, mineral crystal lens.

The entire timepiece is so good-looking that men wear them every day. They can't be mistaken for ordinary watches and they tell the whole world what kind of man you are.

There's a full line of fine U.S. Divers watches and accessories, such as depth and temperature gauges and compasses for the sports diver. See your U. S. Divers dealer.

For our new full-color catalog, send \$1.00 to U. S. Divers Co., Dept. B, 3323 West Warner Ave., Santa Ana, California 92702

Image 9 | US Divers - 1970



U.S. DIVERS CO.

## Join U.S. Divers

It's a man's world.



Timing is important in any sport. Diving is no different. But the use of timing is different. In diving, a watch not only has to work to the most exacting precision, it has to do it underwater where the pressure is greater.

The 17-jeweled self-winding Swiss movement of the U. S. Divers' Doxa underwater watch supplies all the precision you'll ever need. The one-piece casing of bored and polished stainless steel is tested to keep your watch running accurately at depths to 990 ft. and temperatures to 76 degrees below zero.

The Doxa has all the features a diver needs. There's a bezel around the lens that is easily set to indicate maximum no-decompression time a diver has remaining at a given depth. The luminous dial markings and the date on the large face read vividly through the scratch-proof, mineral crystal lens.

The timepiece is so good-looking that men wear them everyday. There's certainly no mistaking them for ordinary watches. They tell the world you're a diver.

Image 10 | US Divers - 1970

## Doxa Chronograph

This handsome timepiece has the same precision movement, housing and band as the standard Doxa. But, in addition, this watch includes a stop-watch action, second and minute hands. The stop-action minute counter and continuous second hand are placed on the interior of the dial. Manual winding.

- 7281 Professional (Orange face) ..... \$250.00  
 7282 Shark Hunter (Black face) (Photo) ..... \$250.00  
 7283 Sea Rambler (Silver face) ..... \$250.00



7268 Professional (Orange face) (Photo) ..... \$160.00



7269 Shark Hunter (Black face) ..... \$160.00



7270 Sea Rambler (Silver face) (Photo) ..... \$160.00

## Mini-Doxa

- 7278 Coraline (Orange face) ..... \$170.00  
 7279 Seamaid (Black face) ..... \$170.00  
 7280 Nymph (Silver face) (Photo) ..... \$170.00



## Date-O-Matic Watch

The dependable Blancpain jeweled movement gives you not only the time of day, but day of month as well. The luminous dials are easily read through an unbreakable crystal. A bezel on the stainless steel case, to keep track of dive time, sets easily and surely.



- 7254 ..... \$ 95.00

## GUARANTEE

U.S. DIVERS CO. warrants each new watch to be free from defects in material and workmanship and guarantees its performance under normal use and service for a period of one (1) year from date of purchase. Guarantee excludes any damage resulting from neglect, accidents or improper usage, alteration or attempted service from a source other than U.S. DIVERS. Guarantee is effective only if watch is returned postage prepaid with crown, crystal and case intact, without any indication of abusive or unreasonable use, to U.S. DIVERS CO., 3323 West Warner Avenue, Santa Ana, California 92702.

## Exclusive New Pro Depth Gauge

All new and exclusive easy to read dial. This gauge face also includes no decompression time limits for all depths. All new and exclusive low profile. The case is also new for 1970. The diaphragm operated mechanism accurately measures the depth to 250 feet.

- 7205 ..... \$ 42.00



## Exclusive New Aqua-Lung® Depth Gauge

This smart new gauge design permits the case itself to measure depths in even graduations to a depth of 250 ft. The interior mechanism is completely oil-sealed for smooth maintenance-free performance.

- 7263 100 Ft. .... \$ 28.00  
 7264 250 Ft. .... \$ 28.00



## Exclusive New Calypso® Depth Gauge

New highly visible orange face, Bourdon-type mechanism is pressure tested for accuracy before leaving the factory. Beautiful, low-profile chromed navy forged brass housing extends only 7/8 inch from your wrist. "Tropicstraps" wrist band.

- 7020 100 Ft. (Orange face) .. \$ 13.95  
 7021 200 Ft. (Orange face) .. \$ 13.95



## Decompression Computer (Not Shown)

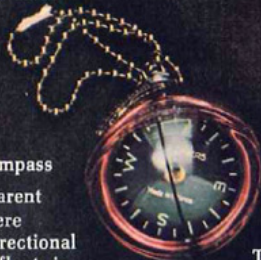
Repetitive dive table in accordance with the latest Navy Diving Manual - on handy, waterproof plastic for surface computation of diving time. Fitted case protects computer when not in use.

- 7247 ..... \$ 5.50

## V-Z Pro Compass

The transparent plastic sphere houses a directional ball which floats in pressure-equalizing fluid for fast reading and accurate direction at any angle.

- 7242 ..... \$ 14.00  
 7242-07 Wrist Strap & Holder ..... \$ 2.95



## Depthmeter

This economical gauge is ruggedly constructed with no moving parts to foul or wear out. Reads depth accurately to 150 ft. Especially suited for shallow decompression stops.

- 7237 ..... \$ 5.95



## Aqua Guide Compass

Accurate at any depth, this low cost wrist compass features a centering bubble to indicate level reading position.

- 7244 ..... \$ 3.95



## Aqua-Lung® Temperature Gauge

Accurately measures water temperature. Is oil filled for maximum accuracy. Fits on watch or gauge strap.

- 7245 ..... \$ 5.95

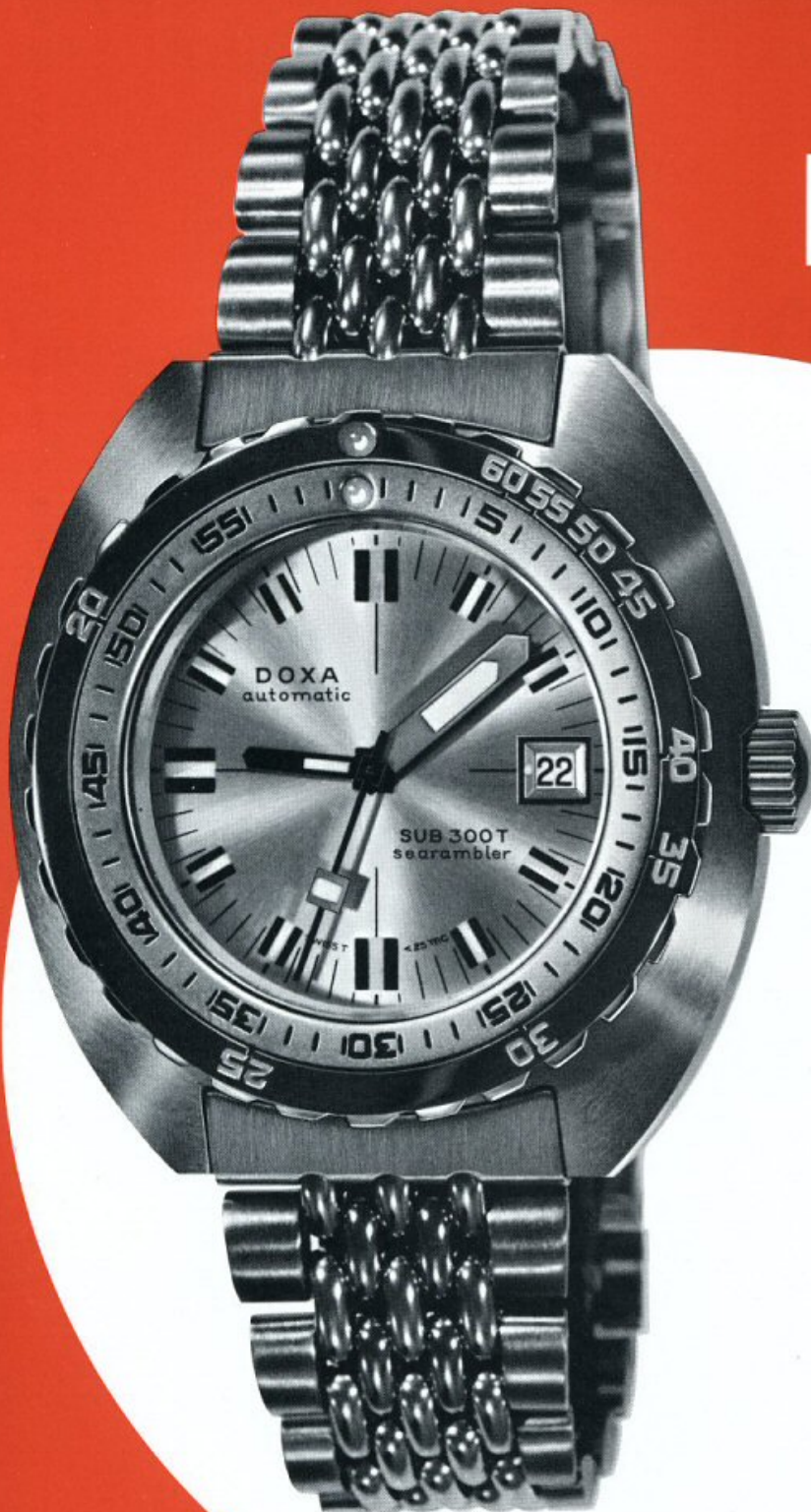


Image 11 | US Divers - 1970



# DOXA

by SYNCHRON



**Vous réaliserez  
plus facilement  
d'excellentes  
affaires avec  
DOXA SUB 300.**

Cette montre de précision exclusive jouit d'une réputation enviable dans les milieux sportifs et plus particulièrement auprès des plongeurs.

DOXA SUB 300 est fonctionnelle, super-étanche et d'une résistance à toute épreuve. Elle est testée par des plongeurs océanographes professionnels de différents centres de plongée internationaux.

DOXA SUB 300 super-étanche, automatique avec date, cadrans de couleurs différentes : orange, noir et gris métallisé.

Modèles pour hommes  
et dames.

Vendez DOXA, vous deviendrez  
l'ami de vos clients

Image 12 | SUB 300T - 1971 French



SYNCHRON SA

FABRIQUES D'HORLOGERIE RÉUNIES  
DIVISION DOXA  
CH-2002 NEUCHÂTEL - SUISSE

  
**DOXA**  
 by SYNCHRON



Image 13 | French – 1971



# watches depth gauges compasses

**THE DOXA**  
To a diver... timing is essential...  
It's his lifeline to safety by timing his under-  
water dive... Whether he be diving in the warm  
waters of the Gulf Stream, the steaming waters  
of the equator, or the icy cold of the polar seas...  
Wherever he dives, his watch must work with  
the utmost precision and dependability.

That's why divers the world over choose  
U. S. Divers Doxa underwater watch... for the  
superior precision of its 17-jeweled self-winding  
Swiss movement and rugged dependability.  
These outstanding features mark the Doxa as  
the Elite of diving watches:

- Casing of bored and polished stainless steel •
- tested to 900 ft. and temperatures to 76° below
- zero • bezel sets easily to indicate maximum
- no-decompression time • luminous dial
- markings • scratch proof, mineral crystal lens.

Image 14 | US Divers – 1971

**MEN'S DOXA**  
A handsome self-winding timepiece a diver  
proudly wears every day as the symbol of the  
"Adventurer".

- A. 7268 Professional (Orange face) . . . . \$160.00
- 7269 Shark Hunter (Black face) . . . . \$160.00
- B. 7270 Sea Rambler (Silver face) . . . . \$160.00

**MINI DOXA**  
A petite version of the men's for the ladies.  
Self-winding.

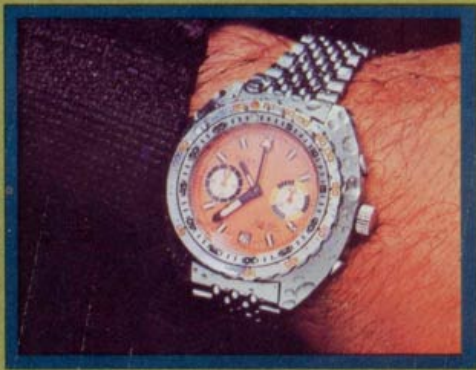
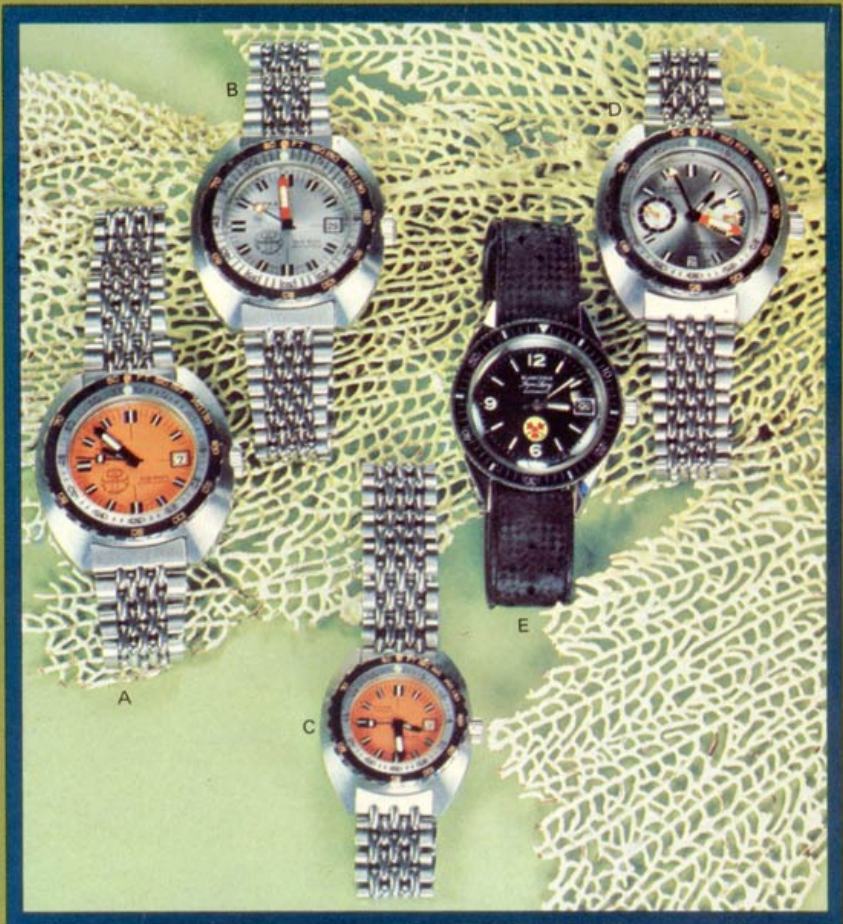
- C. 7278 Coraline (Orange face) . . . . \$170.00
- 7279 Seamaid (Black face) . . . . \$170.00
- 7280 Nymph (Silver face) . . . . \$170.00

**DOXA CHRONOGRAPH**  
For action, the Doxa Chronograph has it. Has  
the same features of the standard Doxa plus  
stop watch action, second and minute hands.  
Manual winding.

- D. 7283 Sea Rambler (silver face) . . . . \$250.00
- 7281 Professional (orange face) . . . . \$250.00
- 7282 Shark Hunter (black face) . . . . \$250.00

**DATE-O-MATIC**  
This self-winding dependable Blancpain jeweled  
movement gives the time of day and month.  
Features luminous dials, unbreakable crystal  
and stainless steel case. A versatile watch for  
the novice and professional alike.

- E. . . . . \$95.00





Tank Pressure Gauge

#### 7414 — DIVE MASTER

Combination Depth & Cylinder Pressure Gauge

7414-80 Metric (Not Shown)

The two-in-one gauge combining both an oil-filled 200' depth gauge and 4,000 psi tank pressure gauge in one easily handled compact unit.

#### 7036 — PRO DIVE I

7036-80 Metric (Not Shown)

Low-profile, compact and easy to handle.

#### 7038 — 200' PRO DIVE II

For that extra margin of assurance, an added capillary gauge shows depth at one quick glance along with cylinder pressure.

#### 7004 — TANK PRESSURE GAUGE w/bleeder

Check air supply before and after diving. 4,000 psi service. High strength chrome plated forged yoke, anodized body. Shock resistant. Fits all valves. Has large convenient slip yoke knob.

#### CYLINDER PRESSURE GAUGE ACCESSORY

#### 7036-05 — SNAP STRAP KIT

Secures CPG to Bac Pac Harness for quick reading. For 7036, 7038 and 7414.

Image 15 | US Divers — 1971

## For The Time Of Your Life... Buy Doxa



U. S. Divers' Doxa watches are the ultimate in quality and craftsmanship. Not only are they handsome, but totally accurate and dependable. Features 17 jewel, self-winding movement, polished stainless steel case. Tested to 900 feet and 76° below zero, they have luminous dial markings, scratchproof mineral crystal lens, and maximum no decompression limit times on the bezel, which sets easily to indicate dive time.

7268 Professional — Orange Face

7269 Shark Hunter — Black Face

7270 Sea Rambler — Silver Face

**The underwater world is a new world...a new environment. Man can only enter for specified periods of time...and an accurate measurement of that time is essential to his life. That is why divers choose U. S. Divers' Doxa watches for precision and dependability.**

**Features: 17 jeweled, self-winding movement • Bored and polished stainless steel casing • Tested to 900 feet and 76° below zero • Luminous dial markings • Scratch-proof, mineral crystal lens • Bezel sets easily to indicate maximum no-decompression time.**

## **MEN'S DOXA**

**7269 Shark Hunter (Black Face) . . . \$175.00**

**7268 Professional (Orange Face) . . \$175.00**

**7270 Sea Rambler (Silver Face) . . . \$175.00**

# Image 17 | US Divers Catalog - 1972

## gauges compasses watches

It's U. S. Divers' **KNOW-HOW** that brings you the most complete selection of gauges, compasses and watches. **EXCLUSIVE NEW DESIGNS...engineered for Quality... Accuracy... Dependability... Timing.** Know you have the best for your working or diving pleasure.

### A. C.P.G.—CYLINDER PRESSURE GAUGE

Completely re-designed for this year. **NEW ULTRA-HIGH IMPACT MATERIAL.** Has new bright orange, easy-to-read face. Fluorescent numbers for night diving. Features magnifying lens, swivel high-pressure connection between gauge and hose, extra long hose with 12,000 p.s.i. burst strength, double sealed for assured water tightness, impact-absorbing rubber cover, registers cylinder pressure from 0 to 3,000 p.s.i. continuously, and attaches to all regulators and valves with high pressure port. Each unit is tested twice to 200 ft. for 6 hours.

**7025 .....\$31.95**

### B. DECOMPRESSION COMPUTER

Your repetitive dive table is in accordance with the latest Navy Diving Manual. On waterproof plastic, comes with complete instructions in fitted case.

**7247 .....\$5.95**

### C. AQUA GUIDE COMPASS

For economy, the Aqua Guide can't be beat. Features centering bubble to indicate level reading position. Accurate at any depth.

**7244 .....\$4.25**

### D. BALTIC

#### EXCLUSIVE NEW COMPASS & DEPTH GAUGE COMBINATION

Engineered with a highly magnified capillary depth gauge and accurate compass mechanism. Features: Adjustable sighting indicator, elastic rubber strap, plated brass buckle, high-impact housing, and easy-to-read numbers.

**7023 200 feet .....\$23.95**

### E. PACIFIC

#### ANOTHER EXCLUSIVE DEPTH GAUGE & TEMPERATURE GAUGE COMBINATION

Features a two-to-one magnification on capillary depth gauge. Has elastic rubber strap with chrome-plated brass buckle. High-impact housing, accurate temperature gauge with easy-to-read numbers.

**7026 200 feet .....\$14.95**

### AQUARIUS DEPTH GAUGE

**BRAND NEW CONCEPT...** Only silicone, oil-filled, sealed, Bourdon-type gauge that is impervious to corrosion build-up. New easy-to-read bright orange face. Has low profile housing and Bourdon-type mechanism. Outer rim gives no-decompression limits. Has rubber strap with plated brass buckle. (Patent Pending)

**F. 7027 100 feet .....\$16.95**  
**G. 7029 200 feet .....\$16.95**

### H. AQUA-LUNG\* TEMPERATURE GAUGE

Fits easily on watch or gauge strap. Is oil-filled for maximum accuracy in measuring water temperature.

**7245 .....\$6.25**

### I. PRO DEPTH GAUGE

It's the **BIG PRO**, the top of the line, exclusively designed with a low profile body housed in a sturdy non-corrosive, stainless steel case. Measures depths accurately to 250 feet with new oil-filled moving lens principle. No external openings, easy-to-read dial with non-slip rubber strap and plated brass buckle. (Patent Pending)

**7205 .....\$45.00**

### J. AQUA-LUNG\* II DEPTH GAUGE

Exclusively designed with a capillary tube gauge in the outer rim. Features completely oil-sealed interior mechanism for smooth, maintenance-free performance. Easy-to-read orange face.

**7022 250 feet .....\$32.00**  
**7024 100 feet (Not Shown) .....\$32.00**

### K. ATLANTIC

**EXCLUSIVE NEW CAPILLARY DEPTH GAUGE** set in a high-impact housing with bright silver face. Features highly magnified capillary action, no-decompression limits, easy-to-read numbers, elastic rubber strap with chrome-plated brass buckle. Center plate is removable for possible installation of compass or temperature gauge.

**7028 200 feet .....\$6.95**

## Watch Guarantee

U. S. DIVERS CO. warrants each new watch to be free from defects in material and workmanship and guarantees its performance under normal use and service for a period of one (1) year from the date of purchase. Guarantee excludes any damage resulting from neglect, accidents, or improper usage, alteration or attempted service from a source other than U. S. DIVERS. Guarantee is effective only if watch is returned postage prepaid, with crown, crystal and case intact, without any indication of abusive or unreasonable use, to U. S. DIVERS CO., 3323 West Warner Avenue, Santa Ana, California 92702.

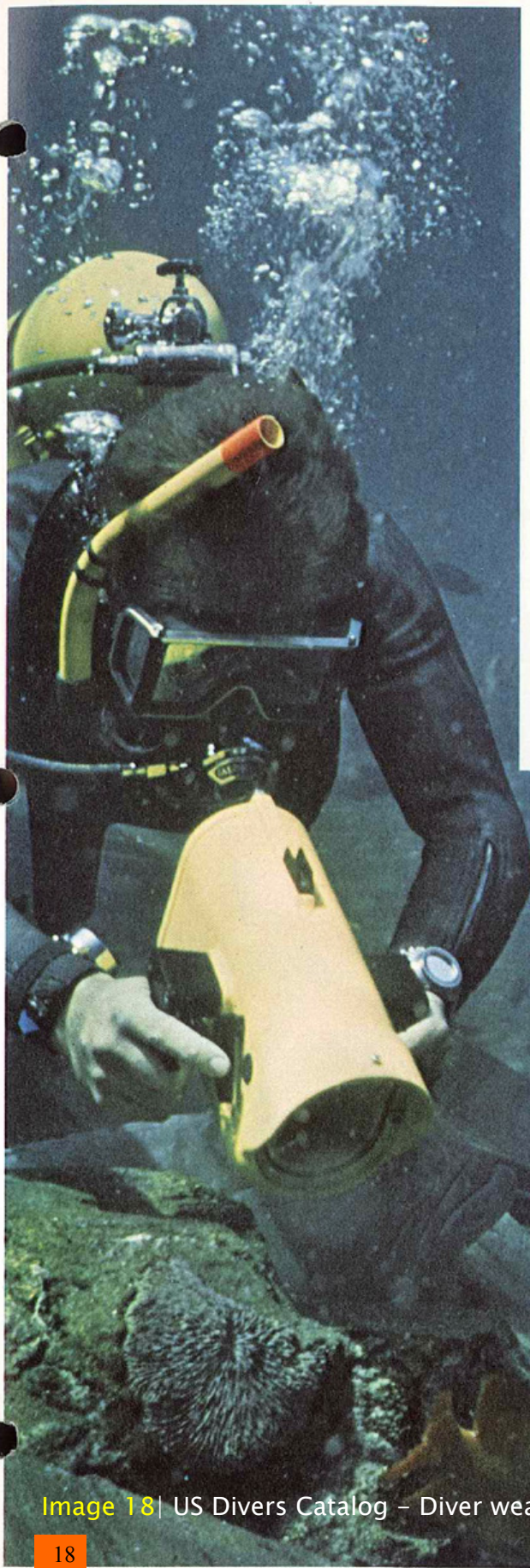
The underwater world is a new world... a new environment. Man can only enter for specified periods of time... and an accurate measurement of that time is essential to his life. That is why divers choose U. S. Divers' Doxa watches for precision and dependability.

**Features:** 17 jeweled, self-winding movement • Bored and polished stainless steel casing • Tested to 900 feet and 76° below zero • Luminous dial markings • Scratch-proof, mineral crystal lens • Bezel sets easily to indicate maximum no-decompression time.

### MEN'S DOXA

**7269 Shark Hunter (Black Face) ...\$175.00**  
**7268 Professional (Orange Face) ...\$175.00**  
**7270 Sea Rambler (Silver Face) ...\$175.00**

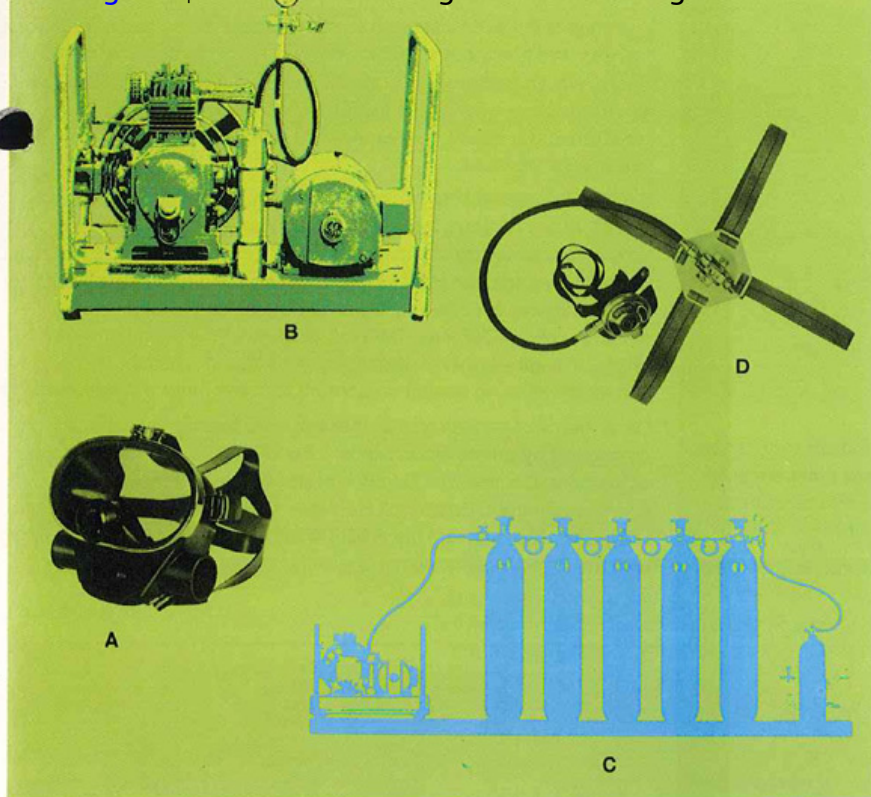




#### THE FABULOUS NIKONOS SYSTEM

Nikonos II Camera combined with some of the outstanding underwater photographic equipment designed by Al Giddings. This simplified system will turn the underwater diver-photographer into a professional cameraman after one dive beneath the sea. The unit includes the Nikonos II Camera, Sports Finder, Sea Star Strobe Light, Sea-Meter underwater light meter, and attaching bar. For small objects, the Macro Ring close-up extension tube may be added.

Image 18 | US Divers Catalog – Diver wearing a DOXA – 1972



## professional and industrial diving equipment

Man will continue to discover the unlimited potentials and mysteries of the undersea world. In this day of salvaging our seas, finding new resources for the world's increasing population, and exploring uncharted underwater mountains and valleys, scientists, industrial and professional divers need a variety of necessary equipment. U. S. Divers, a leader in the underwater field, offers such equipment ranging from a completely equipped air station to the smallest component. Write for your brochure covering the full line of diving equipment.

### A. FULL FACE MASK

This mask accommodates a single or double hose regulator. Communications systems may be easily installed.

### B. CYCLONE COMPRESSOR

Air-cooled 3-stage HP compressor complete with filter and purifier.

### COMPRESSOR SUPPLIES AND REPLACEMENT PARTS (Not Shown)

**FILLER ATTACHMENTS (Not Shown)**  
Connects cylinder valve to standard compressed air fitting.

### AIR HOSE (Not Shown)

250 p.s.i. working pressure. 50 feet long.

### RESERVE TANK (Not Shown)

Reliable Hookah® diving standby.  
12x14 inches.

### COMMERCIAL FILLER AND GAUGE

(Not Shown)  
Gives simultaneous pressure readings. Includes bleeder valve and 5 foot, high-pressure hose.

### C. AIR STATION

Write U. S. DIVERS for detailed brochure.

### SINGLE HOOKAH® COMPRESSOR

(Not Shown)  
A portable 50 pound, vibration-free LP Hookah compressor.

### DOUBLE HOOKAH COMPRESSOR

(Not Shown)  
Heavy duty professional unit with two compressors.

### D. HOOKAH HARNESS

To hold regulator securely on diver's back.

**HOOKAH DIVE REGULATOR (Not Shown)**  
Single-hose, tilt-valve regulator.

### AIR OUTPUT REGULATOR (Not Shown)

For use with large, high-pressure storage cylinder to regulate air-pressure.





あらゆる過酷なテストに合格したDOXA・サブ300  
サブ200は完全な安全性と精度を兼備しています。  
超防水のための実験室における検査——専門潜水夫およ  
び海洋家によるテスト——各国潜水協会によるテスト、  
幾多の技術的特長はプロ、アマチュア潜水家の安全に絶  
対の保障がなされています。

1. 2. 3. ドクサ・サブ 300 T  
S S側 21石 自動巻 カレンダー  
強化クリスタルガラス付 300M完全防水  
¥ 72,000
4. 5. 6. ドクサ・サブ 200  
S S側 21石 自動巻 カレンダー  
強化クリスタルガラス付 200M完全防水  
¥ 78,000



  
**CYMA**  
 by SYNCHRON  
*navy star*



  
**DOXA**  
 by SYNCHRON  
 SUB 300 T

Image 21 | French – 1973

  
**ERNEST  
 BOREL**  
 by SYNCHRON  
 cocktail



**LE VOLUME DE VOS AFFAIRES  
 VA AUGMENTER...**

**car vous vendrez plus facilement** des modèles exclusifs répondant exactement au goût du public, avec l'atout supplémentaire de 3 marques mondialement connues: Cyma, Ernest Borel et Doxa, **sans souci**, nos montres étant équipées de mouvements de qualité supérieure, fabriqués dans une des usines les plus fonctionnelles qui soient,

**avec un appui efficace**, grâce à un service après vente rapide, bien organisé et du matériel attrayant pour la vitrine.  
**VENDEZ LES MARQUES DE SYNCHRON SA,**  
**VOUS DEVIENDREZ L'AMI DE VOS CLIENTS.**



  
**SYNCHRON SA**  
 FABRIQUES D'HORLOGERIE  
 CH - 2002 Neuchâtel



#### GUARANTEE

##### CERTIFICATE OF ORIGIN AND GUARANTEE

We hereby certify that the Favre Leuba Watch described opposite has been manufactured by qualified Swiss watch makers, using best quality parts. From the date of its purchase and for one year, it is guaranteed against any manufacturing defects on the condition that it has not been opened by an unqualified person, and that it has not been accidentally damaged.

**IMPORTANT:** In order to be valid this guarantee must be filed, dated and signed by the seller.

Image 22 | US Divers Catalog - 1973

## Watches

One of the most valuable tools a diver has, is his watch. Not only does a watch indicate time, but length of time underwater, as well as decompression stops. Every minute counts in this world of Innerspace and a diver needs the most accurate and dependable watch available. Select the watch you prefer from two of the finest lines of diving watches in the industry.

### FAVRE-LEUBA Genève

**FEATURES:** 17 jeweled, unbreakable main-springs, stainless steel casing, luminous dial markings, scratch-proof mineral crystal lens, shock-protected and antimagnetic, bezel sets easily to indicate maximum no-decompression

need the most in precision timing. Guaranteed water resistant up to 640 feet. Automatic with date, sweep second hand, revolving time lapse bezel with notches. Stainless steel case.

- A. 7228 Black face .....\$190.00
- B. 7227 Orange face .....\$190.00

#### PROFESSIONAL BATHY 160

A unique watch for professional and amateur divers with built-in bathometer graduated to 160 feet. Has special black hand that indicates on the dial the depth reached and also the decompression levels which are shown on the inner circle. Super water-resistant case with mineral crystal of high resistance. Revolving time lapse bezel with notches.

- C. 7230 Blue Face .....\$235.00
- D. 7229 Orange Face .....\$235.00

#### DOXA WATCHES

**FEATURES:** 17 jeweled, self-winding movement, bored and polished stainless steel casing, tested

to 900 feet and 76° below zero, luminous dial markings, scratch-proof, mineral crystal lens, bezel sets easily to indicate maximum no-decompression time.

#### MEN'S DOXA

The big watch for the professional diver. Keep accurate, dependable measurement of time.

- E. 7268 PROFESSIONAL, Orange face \$175.00
- F. 7270 SEA RAMBLER, Silver face .....\$175.00
- G. 7269 SHARK HUNTER, Black face ... \$175.00

#### WATCH GUARANTEE

U. S. DIVERS CO. warrants each new watch to be free from defects in material and workmanship and guarantees its performance under normal use and service for a period of one (1) year from the date of purchase. Guarantee excludes any damage resulting from neglect, accident, or improper usage, alteration or attempted service from a source other than U. S. DIVERS CO. Guarantee is effective only if watch is returned postage prepaid, with crown, crystal and case intact, without any indication of abusive or unreasonable use, to U. S. DIVERS CO., 3323 Warner Avenue, Santa Ana, California 92702.

## DOXA WATCHES

**FEATURES:** 17 jeweled, self-winding movement, bored and polished stainless steel casing, tested to 900 feet and 76° below zero, luminous dial markings, scratch-proof, mineral crystal lens, bezel sets easily to indicate maximum no-decompression time.

### MEN'S DOXA

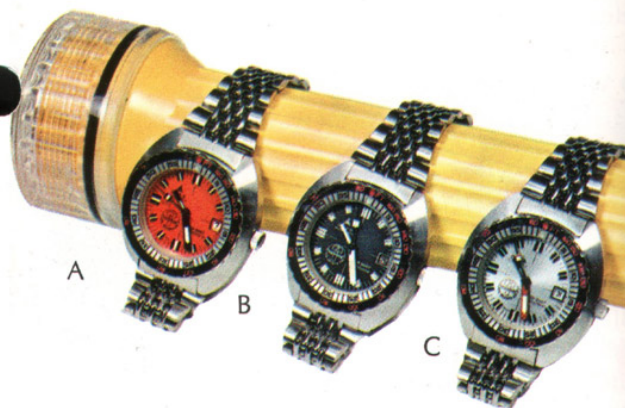
- E. 7268** Professional, Orange Face
- F. 7270** Sea Rambler, Silver Face
- G. 7269** Shark Hunter, Black Face



## WATCHES — U.S. DIVERS' DOXA

The ultimate in quality and craftsmanship, U.S. Divers' Doxa watch is handsome, accurate and totally dependable. It features a 17 jewel, self-winding movement, polished stainless steel case. It's tested to 900 feet and 76° below zero, has luminous dial markings, scratchproof mineral crystal lens, and maximum no decompression limit times on the bezel. The bezel sets easily to indicate dive time.

- A. 7268** Professional, Orange face
- B. 7269** Shark Hunter, Black face
- C. 7270** Sea Rambler, Silver face



No.	Description	Retail/NED Dealer	
WATCHES			
* 7268-00	Doxa Watch Pro, Orange Face. . . .	.318.95	279.95
* 7269-00	Doxa Watch Shark Hunter, Black Face . . . . .	.318.95	279.95
* 7270-00	Doxa Watch Sea Rambler, Silver Face . . . . .	.318.95	279.95

## The Aubry Years

Aubry Freres was founded in 1917 by Henri Aubry and is best remembered for the brand name CINY which was officially established in 1928. The brand name letters consisted of the last letter from the names of the three Aubry brothers: Marc offered the letter C, Henri offered the letter I, Gaston offered the letter N and Y came from the last letter of the Aubry family name. The Aubry company was for many years thereafter referred to as the CINY company. In 1972 Aubry expanded by acquiring the company Arthur Dorsaz et Cie which produced the famous DOGMA watches and had existed for more than 125 years. Then in 1973 the company expanded by absorbing the West End Watch Company and began utilizing the available machinery and distribution channels. The new Enterprise was formed under the name CWD which is an abbreviation of CINY – WEST END – DOGMA. In 1978 the CWD group acquired DOXA along with ERNEST BOREL and AUREOLE. This acquirement opened up additional markets for the group. One of these markets was for dive watches.

Automatisk eller quartz-værk – med eller uden US-NAVY-tal i meter eller fod på kransen.

**DOXA**  
SCHWEIZ

**DOXA ELITE  
SUB 1000 METER**  
safirglas,  
28 versioner.

**DET ER IKKE TILFÆLDIGT,  
AT LANGT DE FLESTE  
FLÅDER OG FRØMANDS-  
KORPS VERDEN OVER  
HAR VALGT DOXA.**

**SUB 600**  
mineralglas,  
56 versioner.

**SUB 750**  
mineralglas,  
84 versioner.

**KONTAKT:  
DOXA I DANMARK,**  
ved John Génart,  
Henrik Hertz Vej 25,  
2920 Charlottenlund,  
01 - 63 96 52 (aften).

Image 24 | SUB 1000T - 1982

Aubry took the classic SUB design which had remained basically the same for almost 10 years, from its initial inception by DOXA and then during the Synchron period, and made significant changes to the bezel and case. They also expanded the range to include the SUB 600T, SUB 750T and SUB 1000T models.

## Trade-Mark User Guide

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### Definition of graphic and colour

Red: Pantone 199 C (on coated stock)

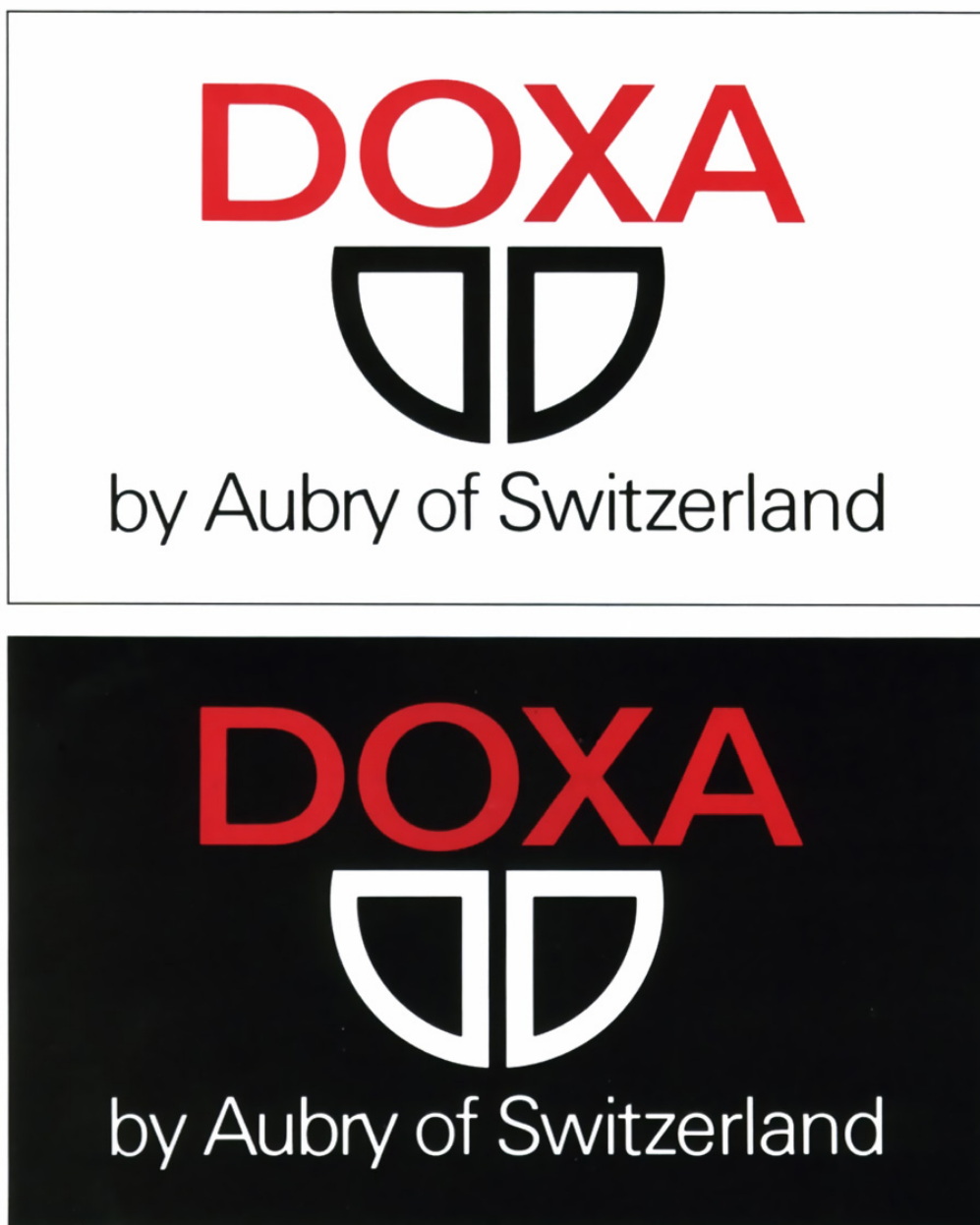


Image 25 | Aubry Trade-Mark User Guide – Unknown Date

# DOXA



**Ref. 4321 (916)**  
SUB 300T,  
Steel, automatic,  
Calendar  
Waterproof  
300 Metres



**Ref. 4321 (917)**  
SUB 300T,  
Steel, automatic,  
Calendar  
Waterproof  
300 Metres



**Ref. 4321 (918)**  
SUB 300T,  
Steel, automatic,  
Calendar  
Waterproof  
300 Metres



**Ref. 4321 (919)**  
SUB 300T,  
Steel, automatic,  
Calendar  
Waterproof  
300 Metres

Image 26 | SUB 300T - 1982



Printed in Switzerland

# DOXA



**Ref. 4248 (916)**  
**SUB 600T,**  
**Steel, automatic,**  
**Calendar**  
**Waterproof**  
**600 Metres**



**Ref. 4248 (918)**  
**SUB 600T,**  
**Steel, automatic,**  
**Calendar**  
**Waterproof**  
**600 Metres**



**Ref. 4248 (919)**  
**SUB 600T,**  
**Steel, automatic,**  
**Calendar**  
**Waterproof**  
**600 Metres**

**Image 27** | SUB 600T - 1982

Quartz

DOXA



Ref. 4271 (2029)  
SUB 600T,  
Steel, quartz  
Calendar  
Waterproof  
600 Metres



Ref. 4271 (2030)  
SUB 600T,  
Steel, quartz  
Calendar  
Waterproof  
600 Metres



Ref. 4271 (2031)  
SUB 600T,  
Steel, quartz  
Calendar  
Waterproof  
600 Metres

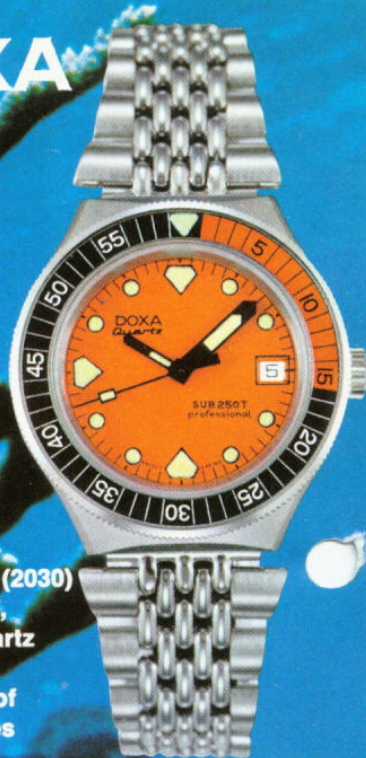
Image 28 | SUB 600T - 1982

Quartz

DOXA



Ref. 4272 (2029)  
SUB 250T,  
Steel, quartz  
Calendar  
Waterproof  
250 Metres



Ref. 4272 (2030)  
SUB 250T,  
Steel, quartz  
Calendar  
Waterproof  
250 Metres



Ref. 4272 (2031)  
SUB 250T,  
Steel, quartz  
Calendar  
Waterproof  
250 Metres

Image 29 | SUB 250T - 1982

# DOXA

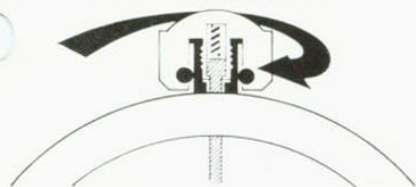
La montre plongeur DOXA a été créée avec des caractéristiques techniques de très haut niveau.  
Son étanchéité est parfaite et garantie par des joints de première qualité.  
Sa couronne vissée est conçue de façon à donner toute sécurité d'étanchéité.  
Sa lunette à crans donne entière confiance au plongeur.

The DOXA divers' watch has been created with very high level technical characteristics.

The watch is perfectly waterproof and this is guaranteed by top quality gaskets.

The screw-in crown is conceived in such a way as to make it absolutely waterproof.

The turning bezel with ratchet must give every confidence to the diver.



U.S. Distribution Center  
BOREL WATCH COMPANY  
1008 Walnut Street  
Kansas City, MO 64106  
(816) 421-2562

For the U.S.A. the term waterproof should be read as water resistant.



Ref. 3964 (1370)  
SUB 200T  
Steel, automatic.  
Waterproof  
200 Metres

Image 30 | SUB 200T - 1982

AUBRY freres S.A.

2725 Le Noirmont Switzerland

(039) 53 13 61 (8 LIGNES) CINY NOIRMONT TELEX : 35 170 CINY CH

From 8.3.1982 New No. - Telex 952 416 CINY CH

The references in brackets are those of the dials

Printed in Switzerland



# DOXA



Ref. 4249 (916)  
SUB 250T,  
Steel, automatic,  
Calendar  
Waterproof  
250 Metres

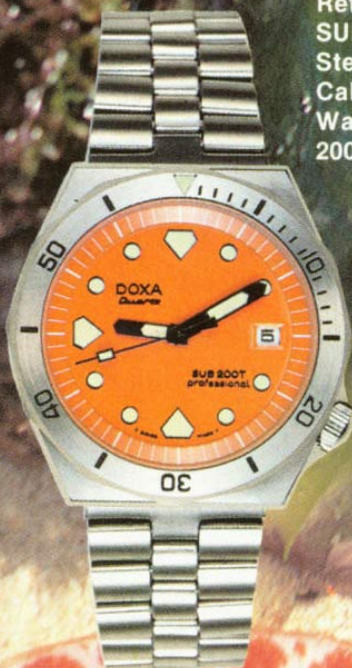
Ref. 4249 (918)  
SUB 250T,  
Steel, automatic,  
Calendar  
Waterproof  
250 Metres

Ref. 4249 (919)  
SUB 250T,  
Steel, automatic,  
Calendar  
Waterproof  
250 Metres

Ref. 4557 (2136)  
SUB 200T,  
Steel, quartz  
Calendar  
Waterproof  
200 Metres



Ref. 4557 (2137)  
SUB 200T,  
Steel, quartz  
Calendar  
Waterproof  
200 Metres



Ref. 4557 (2138)  
SUB 200T,  
Steel, quartz  
Calendar  
Waterproof  
200 Metres



**DOXA**

*Quartz*



Ref. 4556 (2136)  
SUB 200T,  
Steel, quartz  
Calendar  
Waterproof  
200 Metres



Ref. 4556 (2137)  
SUB 200T,  
Steel, quartz  
Calendar  
Waterproof  
200 Metres



Ref. 4556 (2138)  
SUB 200T,  
Steel, quartz  
Calendar  
Waterproof  
200 Metres

Image 32 | SUB 200T - 1982

The references in brackets are those of the dials

# Quartz

Ref. 4539 (2029)  
SUB 300T,  
Steel, quartz  
Calendar  
Waterproof  
300 Metres

Ref. 4539 (2030)  
SUB 300T,  
Steel, quartz  
Calendar  
Waterproof  
300 Metres

The references in brackets are those of the dials

## DOXA

Ref. 4616 (2029)  
SUB 200T,  
Steel, automatic,  
Calendar  
Waterproof  
200 Metres

Ref. 4539 (2031)  
SUB 300T,  
Steel, quartz  
Calendar  
Waterproof  
300 Metres

Ref. 4616 (2031)  
SUB 200T,  
Steel, automatic,  
Calendar  
Waterproof  
200 Metres

Ref. 4616 (2030)  
SUB 200T,  
Steel, automatic,  
Calendar  
Waterproof  
200 Metres

Image 33 | SUB 200T and SUB 300T 1982

AUBRY frères S.A.

2725 Le Noirmont Switzerland

☎ (039) 53 13 61 (10 LINES) CABLE: CINY NOIRMONT TELEX: 952 416 CINY CH

# DOXA



**Ref. 4653 (916)**

Sub 600, Steel,  
Automatic, Calendar,  
Waterproof, Bezel No. 1



**Ref. 4653 (918)**

Sub 600, Steel,  
Automatic, Calendar,  
Waterproof, Bezel No. 2



**Ref. 4653 (918)**

Sub 600, Steel,  
Automatic, Calendar,  
Waterproof, Bezel No. 3



**Ref. 4653 (919)**

Sub 600, Steel,  
Automatic, Calendar,  
Waterproof, Bezel No. 4

AUBRY frères S.A.

2725 Le Noirmont Switzerland

☎ (039) 531361 (10 LINES) CABLE: CINY NOIRMONT TELEX: 952416 CINY CH

# DOXA



Ref. 4654 (2029)

SUB 600, Steel,  
Quartz, Calendar,  
Waterproof,  
Bezel No. 2



Ref. 4654 (2029)

SUB 600, Steel,  
Quartz, Calendar,  
Waterproof,  
Bezel No. 4



Ref. 4654 (2030)

SUB 600, Steel,  
Quartz, Calendar,  
Waterproof,  
Bezel No. 1



Ref. 4654 (2031)

SUB 600, Steel,  
Quartz, Calendar,  
Waterproof,  
Bezel No. 3

Image 35 | SUB 600T 1982

The references in brackets are those of the dials

Printed in Switzerland 170



G 11 147

4653 (916) B - Steel - Bezel 1  
Waterresistant 600 meters - Automatic - Cal. 5910



G 11 149

4653 (917) B - Steel - Bezel 2  
Waterresistant 600 meters - Automatic - Cal. 5910



G 11 151

4653 (918) W - Steel - Bezel 3  
Waterresistant 600 meters - Automatic - Cal. 5910



G 11 153

4653 (919) B - Steel - Bezel 4  
Waterresistant 600 meters - Automatic - Cal. 5910



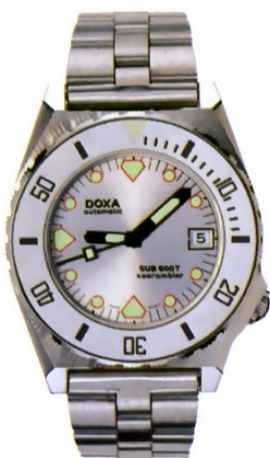
G 11 155

4653 (2029) W - Steel - Bezel 4  
Waterresistant 600 meters - Automatic - Cal. 5910



G 11 157

4653 (2030) B - Steel - Bezel 2  
Waterresistant 600 meters - Automatic - Cal. 5910



G 11 159

4653 (2031) B - Steel - Bezel 3  
Waterresistant 600 meters - Automatic - Cal. 5910

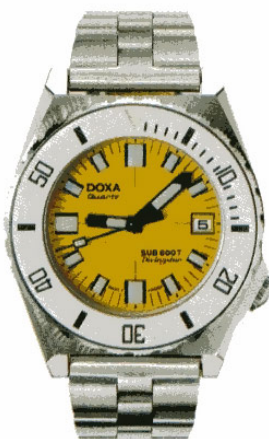
Available with bezel in feet or in meters  
When you place your order, please indicate the number of the desired bezel

Image 36 | SUB 600T - 1982



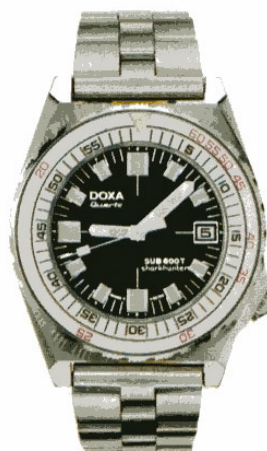
G 11 161

4654 (916) B - Steel - Bezel 3  
Waterresistant 600 meters - Quartz - Cal.  
5910



G 11 163

4654 (917) B - Steel - Bezel 3  
Waterresistant 600 meters - Quartz - Cal.  
5910



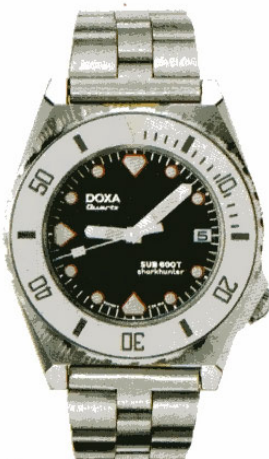
G 11 165

4654 (918) W - Steel - Bezel 2  
Waterresistant 600 meters - Quartz - Cal.  
5910



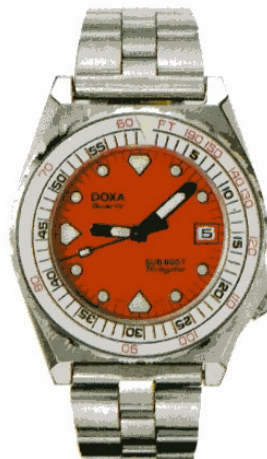
G 11 167

4654 (919) B - Steel - Bezel 1  
Waterresistant 600 meters - Quartz - Cal.  
5910



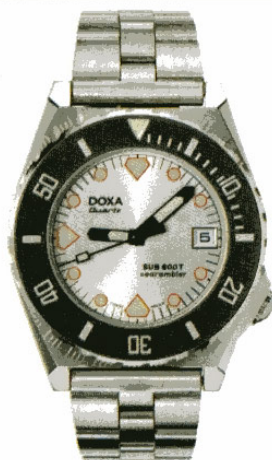
G 11 169

4654 (2029) W - Steel - Bezel 3  
Waterresistant 600 meters - Quartz - Cal.  
5910



G 11 171

4654 (2030) B - Steel - Bezel 1  
Waterresistant 600 meters - Quartz - Cal.  
5910



G 11 173

4654 (2031) B - Steel - Bezel 4  
Waterresistant 600 meters - Quartz - Cal.  
5910

Image 37 | SUB 600T - 1982

Available with bezel in feet or in meters  
When you place your order, please indicate the number of the desired bezel

AUBRY frères S.A. - 2705 Le Noirmont - Switzerland - Tel. 039/531361 - Cable: Citiv Noirmont - Telex: 952416 CWD CH

SP 14



G 11 117  
4321 (916) B - Steel - Waterresistant 750 meters  
Automatic - Cal. 5909



G 11 119  
4321 (917) B - Steel - Waterresistant 750 meters  
Automatic - Cal. 5909



G 11 121  
4321 (918) W - Steel - Waterresistant 750 meters  
Automatic - Cal. 5909



G 11 123  
4321 (919) B - Steel - Waterresistant 750 meters  
Automatic - Cal. 5909



G 11 125  
4321 (2029) W - Steel - Waterresistant 750 meters  
Automatic - Cal. 5909



G 11 127  
4321 (2030) B - Steel - Waterresistant 750 meters  
Automatic - Cal. 5909



G 11 129  
4321 (2031) B - Steel - Waterresistant 750 meters  
Automatic - Cal. 5909

Image 38 | SUB 750T - 1982

Available with bezel in feet or in meters

AUBRY frères S.A. - 2725 Le Noirmont - Switzerland - Tel. 039/53 13 61 - Cable: Ciny Noirmont - Telex: 952 416 CWD CH

SP.



G 11 131  
4539 (916) B - Steel - Waterresistant 750 meters  
Quartz - Cal. 5909



G 11 133  
4539 (917) B - Steel - Waterresistant 750 meters  
Quartz - Cal. 5909



G 11 135  
4539 (918) W - Steel - Waterresistant 750 meters  
Quartz - Cal. 5909



G 11 137  
4539 (919) B - Steel - Waterresistant 750 meters  
Quartz - Cal. 5909



G 11 139  
4539 (2029) W - Steel - Waterresistant 750 meters  
Quartz - Cal. 5909



G 11 141  
4539 (2030) B - Steel - Waterresistant 750 meters  
Quartz - Cal. 5909



G 11 143  
4539 (2031) B - Steel - Waterresistant 750 meters  
Quartz - Cal. 5909



G 11 145  
4798 (917) B - Steel - Waterresistant 750 meters  
Quartz - Cal. - Crown at 9 o'clock  
5909

Image 39 | SUB 750T - 1982

Available with bezel in feet or in meters



G 11 175  
4857 (916) B - Steel - Bezel 1 - Waterresistant  
1000 meters - Quartz - Cal. - Sapphire glass  
5910



G 11 177  
4857 (917) B - Steel - Bezel 2 - Waterresistant  
1000 meters - Quartz - Cal. - Sapphire glass  
5910



G 11 179  
4857 (918) W - Steel - Bezel 4 - Waterresistant  
1000 meters - Quartz - Cal. - Sapphire glass  
5910



G 11 181  
4857 (919) B - Steel - Bezel 3 - Waterresistant  
1000 meters - Quartz - Cal. - Sapphire glass  
5910



G 11 183  
4857 (2029) W - Steel - Bezel 3 - Waterresistant  
1000 meters - Quartz - Cal. - Sapphire glass  
5910



G 11 185  
4857 (2030) B - Steel - Bezel 4 - Waterresistant  
1000 meters - Quartz - Cal. - Sapphire glass  
5910



G 11 187  
4857 (2031) B - Steel - Bezel 2 - Waterresistant  
1000 meters - Quartz - Cal. - Sapphire glass  
5910

Image 40 | SUB 1000T - 1982

Available with bezel in feet or in meters  
When you place your order, please indicate the number of the desired bezel

AUBRY frères S.A. - 2725 Le Noirmont - Switzerland - Tel. 039/53 13 61 - Cable: Ciny Noirmont - Telex: 952 416 CWD CH

SP. 15

## The Modern Era

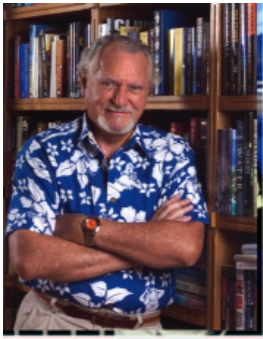
In 2002 the original DOXA SUB 300T was 35 years old and to commemorate that event DOXA released a new SUB 300T. The new dive watch was introduced to the public in two editions. First the SUB 300T Professional was released and then the SUB 300T Seahunter. Both had the classic DOXA orange dial and non-decompression dive table bezel (graduated in Meters) but there were a few subtle changes to differentiate them. The Seahunter edition was in honor of Dr. Clive Cussler and his shipwreck hunting dive team; 'THE SEAHUNTERS'. It was distinguished by having a blue second hand, a small diver on the dial and Cussler's Seahunters name on the caseback.

In designing the SUB 300T reissue, DOXA kept the old Tonneau case shape but made significant changes to the lug area. They also dispensed with the old 'ricebead' bracelet in favor of a much stronger 'bicycle chain' design. These somewhat controversial changes set the new 300T apart from the dive watches available at the time. It was bigger and beefier than the vintage SUBs and was considered a 'tool watch' by many.



Image 41 | SUB 300T – Reissue – 2002

At the time of writing (September 2013), DOXA have introduced over 70 new SUB models in the intervening years. Not all of the models were featured in adverts or catalogs so for that reason this book is not a complete record of all the dive watches that DOXA have produced in the last 11 years. I would direct you to my other book on the modern DOXAs – 10 Years of the DOXA SUB – for that information.



Clive Cussler has used his DOXA SUB 600T on all 60 of his successful expeditions throughout the world since he received it as a gift in 1967. Now he uses the DOXA SUB 600 re-edition

Dr. Clive Cussler  
Chairman of NUMA

*"It is hard to express how happy I feel. Two months ago, when I have finished Dr. Cussler's last novel, I could only dream of a DOXA watch. And yet . . ."*

automatic

Owner of serial number 512/1000

For more testimonials, visit [www.doxawatches.com](http://www.doxawatches.com)

Image 42 | SUB 300T – Reissue – 2002

THE DOXA **SUB 300T**  
RE-EDITION OF 2002



# DOXA

SWISS MADE WATCHES SINCE 1889

[www.doxawatches.com](http://www.doxawatches.com)

DOXA S.A. Rue de Zurich 23 CH-2500 Bienne 8 Switzerland

Image 43 | SUB 300T – Reissue – 2002

since 1889 and for more than one century of Swiss watch making tradition, DOXA has been delivering hand made quality timepieces beyond customer expectations to meet the professional needs in areas where precision timekeeping plays a major role: professional diving, car racing and aviation



Since 1889 and for more than one century of Swiss watch making expertise, DOXA has been delivering hand made quality timepieces beyond customer expectations to meet the exclusive needs in areas where precision timekeeping plays a major role: car racing, aviation and professional diving.

## DOXA SUB 300T TECHNICAL SPECIFICATIONS

Satin brushed solid stainless steel (316L) case made to the same specifications of the original DOXA SUB 300T of 1967

Case dimensions: 43mm diameter, 45mm lug to lug, 14mm height

Engraved metric solid stainless steel unidirectional rotating bezel with integrated US Navy Air dive table for no-decompression dives

Secured screw-in crown and case back

Tested and certified water-resistant to 300 meters / 1000 ft

Anti-reflective quad coated, scratch-resistant sapphire crystal

Set of 2 bracelets: 1 solid stainless steel bracelet with wetsuit extension and 1 water proof patented leatherette strap with orange colored stitching

Swiss 25 jewel self-winding mechanical movement with 28800 bph and 42 hours of power reserve based on ETA, modified and decorated by DOXA

Quick set date

Bright orange dial with luminous coated markers and hands

Limited edition of 1000 pieces engraving on case back (001/1000 to 1000/1000) with printed certificate signed individually by Dr. Clive Cussler

Oxygen bottle like industry standard heavy aluminum tube

Bracelet exchange screwdrivers

1 year limited warranty

## HOW TO ORDER:

The DOXA SUB 300T re-edition is available for \$949.00 (including shipping) exclusively through the manufacturers website [www.doxawatches.com](http://www.doxawatches.com).

The DOXA re-edition series is sold directly by the manufacturer at wholesale prices forgoing dealer margins. Internet Direct sales offers you Swiss quality and manufacturer's service at affordable prices of up to 55% discounts over the retail price tag.

All DOXA re-edition models are covered by 1 year limited warranty including free ship-in and back to customer.

# DOXA

SWISS MADE WATCHES SINCE 1889

DOXA S.A. Rue de Zurich 23 - CH-2500 Bienne 8 Switzerland

[www.doxawatches.com](http://www.doxawatches.com)



THE OFFICIAL TIMEKEEPER  
OF CLIVE CUSSLER'S  
SEAHUNTERS TEAM

It was the Grandmaster of the American adventure novel, Dr. Clive Cussler who popularized the venerable DOXA SUB 300T by equipping his heroic deep-sea diver Dirk Pitt® with the legendary orange face diver watch in the early 1970's.

DIRK PITT'S® ORANGE FACE DOXA SUB 300T

limited edition 1000/1000

Image 44 | SUB 300T – Reissue – 2002

# IN 1967, THE FACE OF DIVER WATCHES CHANGED FOREVER



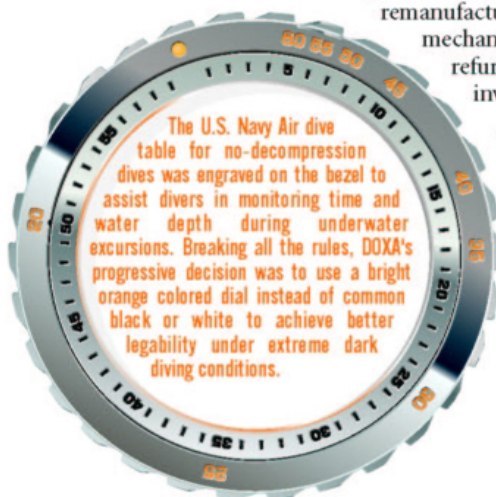
## THE ORIGINAL SUB 300T OF 1967

To celebrate the 35th anniversary of the legendary **SUB 300T** diver watch, DOXA released an exclusive limited edition of 1000 pieces, signed and numbered 001/1000 to 1000/1000, where serial number 001/1000 is dedicated to Dr. Clive Cussler.

The tight relationship to the diver watch world has its foundation back in the late sixties. DOXA teamed up with US Divers Co, one of Americas largest sports diver associations to benefit from professional sports diving expertise and combined it with almost one century of Swiss watch making craftsmanship to develop a state of the art diver watch. The legendary orange face **SUB 300T** was born in the year of 1967 setting a new accent for diver watches intended for professional use.

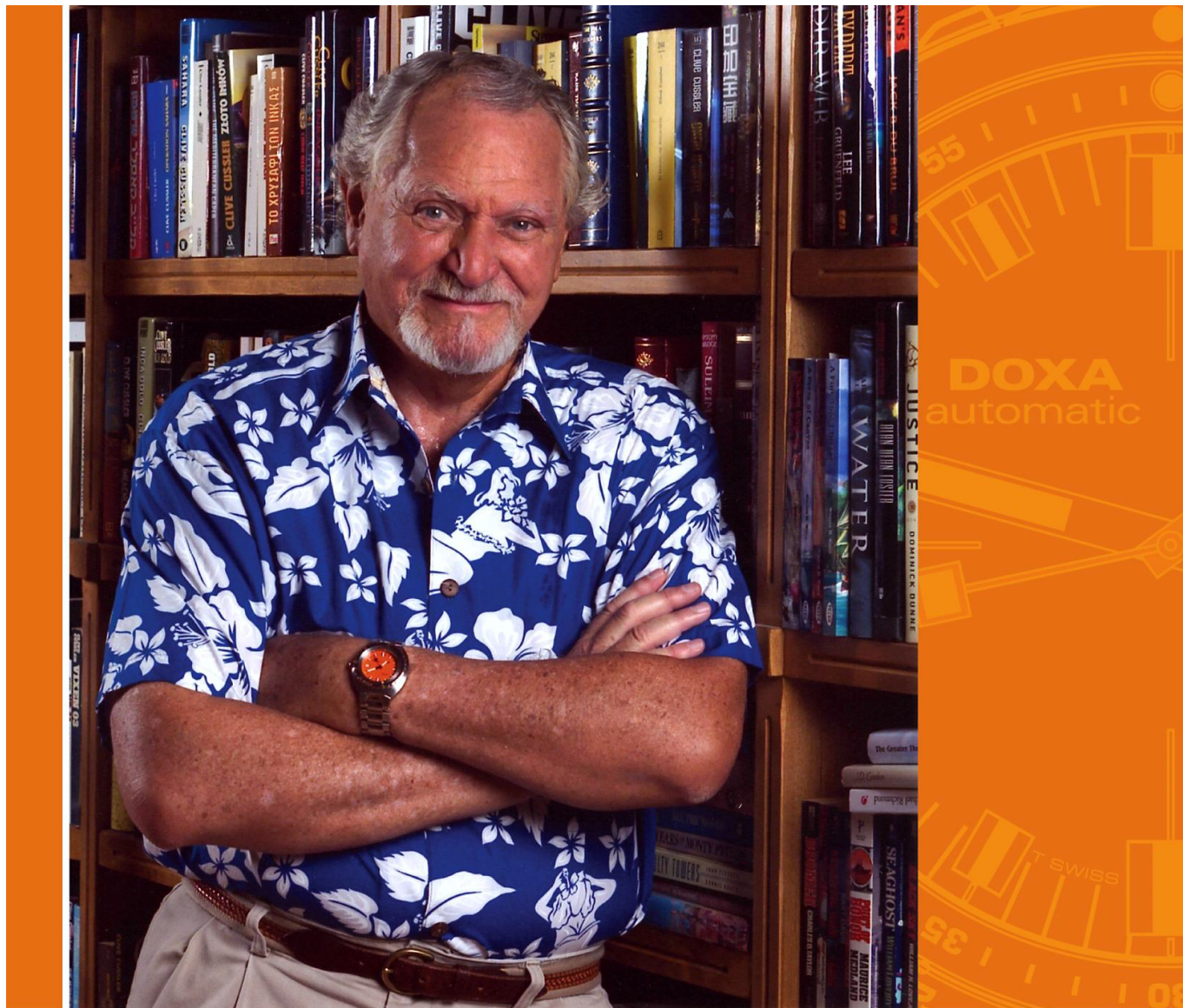
The DOXA **SUB 300T** re-edition is a true reproduction of the original model dating back to 1967. It was remanufactured with the same devotion to the mechanical craftsmanship of the seventies by refurbishing the tools and machines involved in manufacturing.

The watch is water resistant to 300 meters/1,000 feet, the **SUB 300T** case is hand-milled from one solid piece of high quality 316L stainless steel, polished and finished by hand.



## MILITARY APPLICATIONS

In the 70's, the DOXA **SUB 300T** was issued as standard diving equipment to officers of the U.S. Navy, the British, French, Polish Navy Forces, and the Swiss Coast Guards.



# CLIVE CUSSLER TROJAN ODYSSEY

## DOXA

SWISS MADE WATCHES SINCE 1889

[www.doxawatches.com](http://www.doxawatches.com)

Image 45 | SUB 300T – Reissue – 2002



Clive Cussler, proud owner of the orange face DOXA since 1967

## The Original Orange Face Diver Watch



**Dr. Clive Cussler**  
Author and Founder of NUMA

Dr. Clive Cussler has used his orange face DOXA SUB on all 60 of his successful expeditions throughout the world since 1968. His popular adventure character and Dr. Cussler himself have been wearing the legendary diver watch until today!, the orange face DOXA was named in most of Clive Cussler's novels.

As a tribute to his work and achievements, DOXA re-issued a limited edition of 3000 pieces of the legendary orange face DOXA SUB Professional of 1968 where serial number 0001/3000 is dedicated to Dr. Clive Cussler.



patented bezel

### Limited edition exclusively available directly from DOXA:

To acquire one of the limited edition orange face DOXA re-editions please visit DOXA at [www.doxawatches.com](http://www.doxawatches.com) or send an email to [sales@doxawatches.com](mailto:sales@doxawatches.com)

**CLIVE CUSSLER EDITION**

**SUB 600T  
PROFESSIONAL**

**DOXA**

DOXA S.A. Rue de Zurich 23 CH-2500 Bienne 8 Switzerland Tel: 0114315772644 Fax: 0114315772627

Don't miss your chance to own the legend 



# Dirk Pitt **SUB 600T** is available exclusively from **doxawatches.com**

The **Dirk Pitt SUB 600T Professional Divers** watch is hand milled and made of brushed solid stainless (316L) steel. It is a 100% replica of the original **DOXA SUB** from the 1960s.

## **water-resistant to 600 meters**

The **SUB 600T** is water-resistant to 600 metres [1960ft] with unidirectional rotating bezel with **US Navy** no decompression limit. The watch glass is anti-reflective quad coated, scratch-resistant 3mm domed sapphire crystal and the case back is engraved with **Dirk Pitt edition**.

## **25 jewel Swiss Automatic**

High grade Swiss made, anti-shock, self-winding, 25 jewel mechanical movement, hacking second hand, 28800 beats per hour, power reserve up to 42 hours. Super Luminova filled markers and hands. The solid steel bracelet has wetsuit extension.

## **2 years International Warranty**

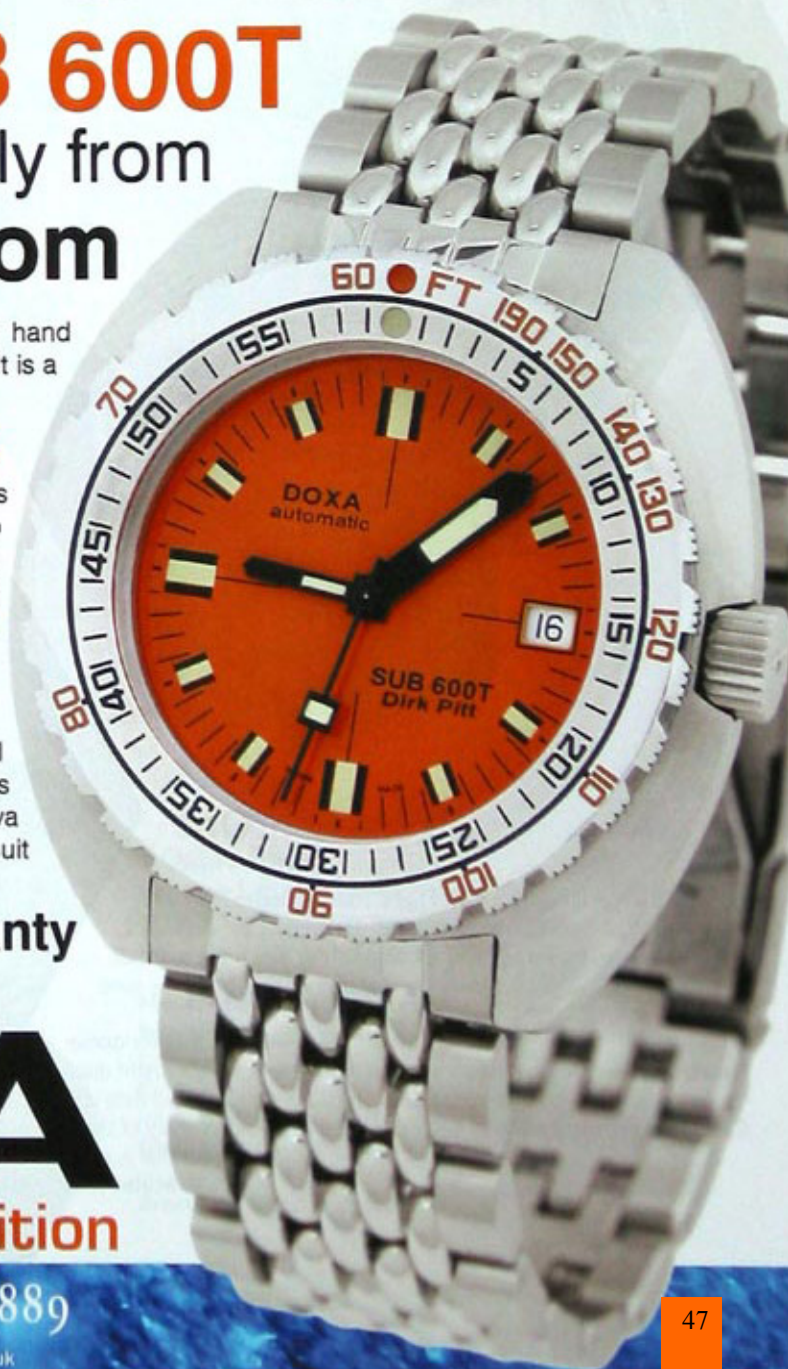
[Image 47](#) | SUB 600T – Dirk Pitt – 2003

# DOXA

## **SUB 600T Dirk Pitt Edition**

SWISS MADE WATCHES SINCE 1889

© 2004 copyright Montres DOXA S.A. • designed by studio808.co.uk



"The depth gauge read ninety feet and the orange dial on the DOXA diving watch notified Dirk Pitt that he had been down two minutes..."

\*Page 148 from Iceberg © 1975\*



# SAHARA

Don't miss your chance to own the orange legend

## Dirk Pitt® SUB 600T

Every Dirk Pitt® fan can tell you, the beloved character never begins an adventure without his orange-faced DOXA dive watch. Now fans of the books and the upcoming movie, SAHARA®, can walk in Dirk's shoes or at least his watch.

Dirk Pitt® relies on the orange-faced DOXA SUB 600T on his exciting adventures, the Swiss-made dive watch that has been mentioned in almost every Clive Cussler novel.

The Dirk Pitt® orange-faced DOXA is only available directly from the manufacturer at [www.doxawatches.com/sahara](http://www.doxawatches.com/sahara)

# DOXA

SWISS MADE WATCHES SINCE 1889

The DOXA SUB600T Dirk Pitt® edition is made of a solid stainless steel block and is water resistant to 1968 feet and comes with a 100% Swiss-made automatic movement and the patented bezel for no decompression limit times. (US patent No. 3505808)



"Sahara" movie © 2005 Desertlands Entertainment Limited • © 2005 copyright Montres DOXA S.A. • designed by studio808.co.uk

# SAHARA

*The Return of the Legend!*

Don't miss your chance to own the  
**orange legend Dirk Pitt® SUB 750T.**  
For more information, please visit  
**[www.doxawatches.com](http://www.doxawatches.com)**

The DOXA SUB750T Dirk Pitt® edition is made of a solid stainless steel block and is water resistant to 750m / 2460 ft and comes with a 100% Swiss-made automatic movement and the patented bezel for non decompression dives (US patent No. 3505808)



**DOXA**  
1 8 8 9

Montres DOXA SA

Rue de Zurich 23A, P.O. Box 8542, CH-2500 Bienne 8,

T: +41 (0)32 344 42 72 F: +41 (0)32 344 42 70 E: [info@doxa-watches.com](mailto:info@doxa-watches.com)

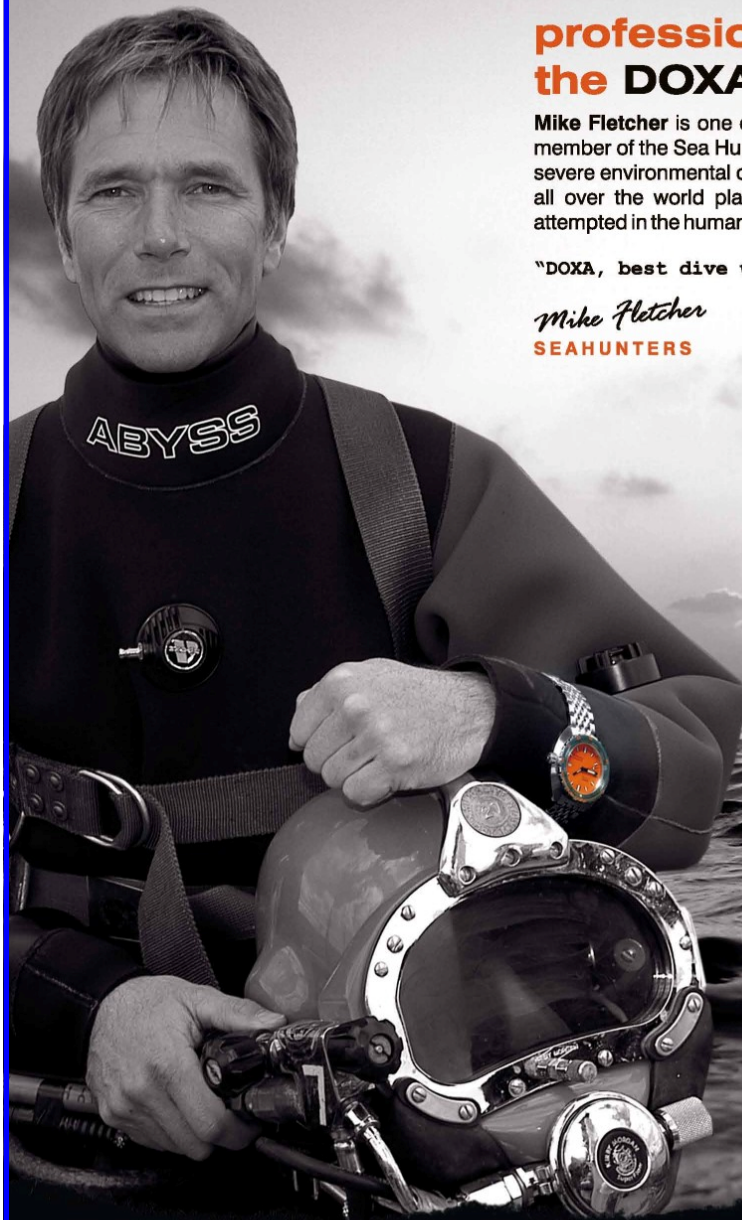
"Sahara" movie © 2005 Desertlands Entertainment Limited • © 2005 copyright Montres DOXA S.A. • designed by studio808.co.uk

## professional divers rely on..... the DOXA SUB750T

Mike Fletcher is one of the world's leading professional hard-hat divers and a key member of the Sea Hunter's team. He relies on his **DOXA SUB** while diving under severe environmental conditions. Mike's commercial dive background has taken him all over the world planning and executing some of the most difficult dives ever attempted in the human history.

"DOXA, best dive watch in the world"

*Mike Fletcher*  
**SEAHUNTERS**



SUB750T Professional re-edition

In 1967 **DOXA** created a new generation of dive watches and started the **orangemania** by introducing the world's first **orange**-faced dive watch equipped with a patented no decompression dive table bezel (US patent No. 3505808).

After almost 40 years of its introduction the legend is back in a limited edition available directly from the factory in Switzerland at: [www.doxawatches.com](http://www.doxawatches.com).

The **DOXA SUB750T** Professional certified chronometer is available only at... [doxawatches.com](http://doxawatches.com)

**DOXA**  
1 8 8 9

**DOXA** watches USA, Tel. 1 877 255 5017 Email. [info@doxawatches.com](mailto:info@doxawatches.com)  
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the world's first **orange** face dive watch,  
**often imitated...**



In 1967 **DOXA** created a new generation of dive watches and started the **orangemania** by introducing the world's first **orange**-faced dive watch equipped with a patented no decompression dive table bezel.

Now the legend is back in a limited edition of 5000 pieces available directly from the manufacturer in Switzerland at:  
**[www.doxawatches.com](http://www.doxawatches.com)**.

Like its predecessor, the new **DOXA SUB750T** comes in a large 45 X 47mm rugged stainless steel case, with a Chronometer certified Swiss automatic movement, and a patented no decompression dive table.

The **DOXA SUB750T** Professional certified chronometer is available only at... **[doxawatches.com](http://doxawatches.com)**

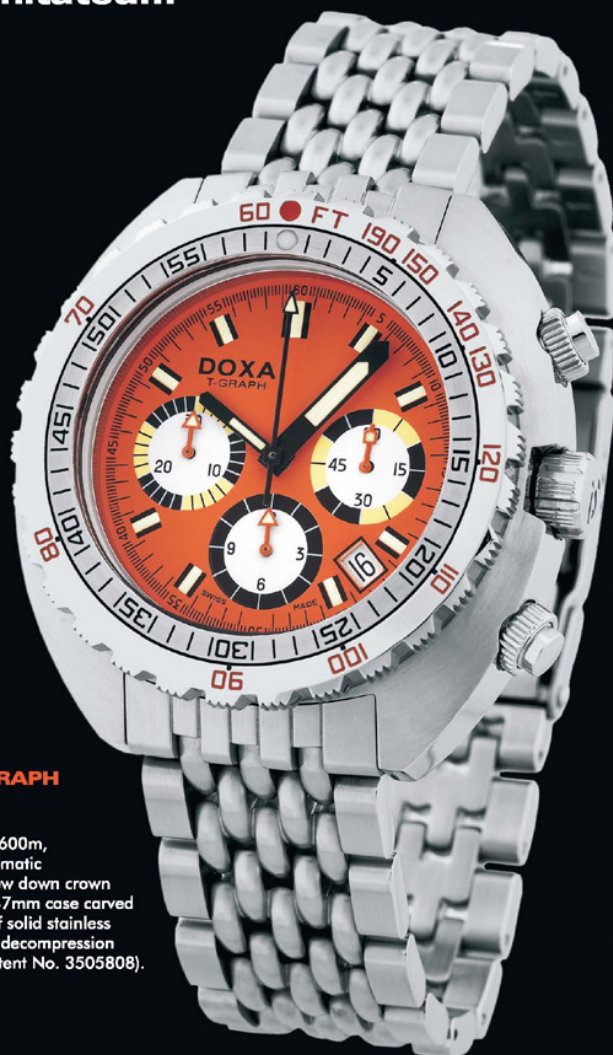
**DOXA** Image 51 | SUB750T - 2005  
SWISS MADE WATCHES SINCE 1889

**DOXA** watches USA, Houston, TX, USA Tel. 713 344 1266  
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**...but never matched**

the world's first **orange** face dive watch,  
**often** imitated...



**DOXA**  
**SUB600 T-GRAPH**  
re-edition

Water resistant to 600m,  
2894-2 Swiss automatic  
Chronograph, screw down crown  
and pushers, 45X47mm case carved  
out of one block of solid stainless  
steel, patented no decompression  
table bezel (US patent No. 3505808).

In 1967 **DOXA** created a new generation of dive watches and started the **orangemania** by introducing the world's first **orange**-faced dive watch equipped with a patented no decompression dive table bezel.

The legend is back in a limited edition of 250 pieces available directly from the **DOXA** factory in Biel / Switzerland at: **doxawatches.com**



**DOXA** watches USA, Tel. 1 877 255 5017 Email. [info@doxawatches.com](mailto:info@doxawatches.com)  
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...but **never** matched

# introducing the new SUB600.... **Sharkhunter T-Graph**

Image 53 | SUB600 T-Graph Sharkhunter – 2005

Back in 1970 as the **DOXA SUB 300T** has become a living legend, The **DOXA** engineers were intrigued to set a new standard in the world of dive watches and to create a new top notch professional dive watch to meet the expectations of the world of professional divers that has already gave highest recognition to the first **orange face DOXA**.

Determined to set a new standard in the diver watch world, DOXA picked the finest technologies available and utilized them to set a new standard. one of the best and reliable chronograph movements available, the Eberhard & Co. calibre 310-82 which was manufactured by the sister firm in the Synchron watch group, and to overcome the difficulty of manufacturing a 600 water resistant chronograph with pushers, **DOXA** applied a new pusher system with special gaskets developed by Jenny watches. **DOXA** now proudly present to you the **Sharkhunter** version of the **SUB600 T-Graph**.

[Click here for full details & specification](#)

**SUB600 T-Graph**  
**Sharkhunter edition**

Manufacturers direct sales price  
**\$ 2490.00**

**DOXA**  
1 8 8 9

Original 1970 SUB200 T-Graph

often imitated...  
...but **never** matched

## The orange legend has a new name...

FT 190 150 140 130 120 110 100 90 80 70  
0 --- 5 --- 10 --- 15 --- 20 --- 25 --- 30 --- 35 --- 40 --- 45 --- 50

## ...the SUB600 T-Graph

**3 years of development, continuous improvement and prototyping have brought the legendary T-Graph back to life.**

DOXA's newest re-edition and crown jewel of the SUB dive watch family is back after 35 years in a limited edition of 250 pieces worldwide, hand made to meet the highest standards.

The case is carved from a 200 gram solid block of stainless steel, housing the high grade ETA 2894-2 movement used in luxury Swiss Chronographs and is depth rated to 600 meter (1968ft) by using a new patented crown and pusher locking mechanism.

The new **DOXA SUB 600 T-Graph** has been technically and aesthetically improved in every detail to meet and exceed the expectations of today's watch connoisseur and collector. Offered directly from **DOXA**, only to its returning customers at \$2490.00

This re-issue is determined to be a highly collectable chronograph as its predecessor has topped the price list of collectable vintage dive watches in the past years.

For more information and full details [click here](#)



Order Here

**SUB600 T-GRAPH \$ 2490.00**  
for returning customer only

\$2990.00 for non  
DOXA customers

Retail Price \$3900.00



Image 54 | SUB600 T-Graph Professional – 2005

Image 55 | SUB 750T Searambler – 2006

# 35<sup>th</sup> anniversary Searambler

only a timeless design can  
withstand the test of time..



original 1972 edition

### DOXA SUB750T Searambler limited edition

The DOXA searambler is considered one of the most beautiful designs in the dive watch history. To commemorate 35 years of its timeless design we have remanufactured a limited edition, signed and numbered on case back. The new **DOXA SUB750T** is hand made to the same specifications of its predecessor. The Case is carved out of one block of solid stainless steel. It is available directly from the DOXA at the manufacturer's price of \$1349.00, a **saving of 30%** over retail price of \$1899.00.

The new **DOXA SUB750T Professional Searambler edition** is made of a solid stainless steel block and is water resistant to 2460 feet and comes with a 100% Swiss-made automatic movement and the patented bezel for no decompression limit times. (US patent No. 3505808)

[Click here for full details & specification](#)

**SUB750T Searambler**  
35th Anniversary edition  
Special Web price \$ 1349.00

# the **SUB750T** goes into stealth mode.. ...the **Military** Sharkhunter

Image 56 | SUB 750T Sharkhunter Military – 2006

## Sharkhunter Military edition

The **DOXA SUB750T Sharkhunter military edition** incorporates the same quality features of the **SUB750T Sharkhunter** stainless steel model and while maintaining high dial and hand legibility above and under water due to the superlative luminosity of the dial, hands and the indexes, a hardened PVD wear resistant coating is applied to the case to add durability and maintain overall low visibility of the watch case and bracelet according to military specifications. the new combination qualifies the **DOXA SUB 750T Sharkhunter military edition** for military specs and makes it one of the very few black cased professional dive watches available with a depth rating of 750 meters.

Unlike metal paint coating, **DOXA** uses wear resistant TiALCN (Titanium-Aluminium-Carbon-Nitride) coating with a hardness of more than 2000HV during the coating process, the black vapor interacts with the steel surface molecules to build a scratch resistant surface that gives additional scratch-proofing to your watch.

[Click here for full details & specification](#)



**SUB750T Military  
Sharkhunter edition**

Manufacturers direct sales price

**\$ 1449.00**

## Doxa-Weltzeituhr

www.doxa.ch

Die Doxa 750T wurde um zwei Zeitzonen erweitert. Neben der normalen Uhrzeit zeigt ein dritter Zeiger eine zweite Zeitzone an der ganz innen liegenden 24-Stunden-Markierung an. Darüber kann mittels der oberen Krone eine weitere 24-Stunden-Markierung so gewählt werden, dass eine dritte Zeitzone ablesbar ist.



## Taucher-Typen



Comic: Uli Erfurth

Wobbegongschlagende Seegrasbeißer

Image 57 | German – SUB 750T Professional GMT – 2006

## DOXA is proud to present the **most beautiful** and technical DOXA SUB ever.... ...the New SUB 750T GMT Divingstar

The DOXA SUB750T GMT, combined with the proven underwater capabilities of a professional dive watch, is also an essential tool not only for frequent travelers but also for those who work or communicate with business partners or relatives in different timezones.

With a DOXA SUB750T GMT you will know the exact time in 3 different locations no matter where you are on earth. In a world where global communication and travelling costs are cheaper than ever before travelling has become a necessity rather than a luxury. Whether within the US or around the globe boundaries have fallen and people are now closer than ever.

This DOXA SUB750T GMT houses a high grade Swiss made ETA caliber 2893-2 movement. It is equipped with an additional oversized 24 hour hand to display a second timezone. An additional 3rd time zone can be also displayed on the inner rotating bezel which can be adjusted using the upper screw down crown on the case.

Like on a conventional watch, the 12 hour hand rotates twice a day, displaying AM and PM time on the dial. The oversized 24 hour hand rotates only once a day, pointing to the outermost 24 hour scale on the dial, or to the 24 hour markers on the inner bezel. The date indicator is linked to the 12 hour hand and will display the home date unless otherwise adjusted.

### Image 58| SUB 750T Divingstar GMT – 2006

## FREE shipping

save 30% off the retail price of \$2390.00

Returning customer's special price \$ 1449.00

pre-order here

ETA 09/2006

This item can be pre-ordered now, a \$449.00 deposit is required

## technical specifications

Limited Edition 1000 pieces only

**Case** 2 screw down crowns at 2 and 4 O'clock. Satin brushed solid stainless steel (316L) case, hand milled with original tools in Switzerland, 100% replica of the original DOXA SUB from the 1960s, 44.70 mm diameter excluding crown, 14.00 mm height; water-resistant to 750m / 2460 ft.

**Crystal** Anti-reflective coating applied on each side, scratch-resistant 3mm sapphire crystal

**Case back** Secured screw-in case back

**Bezel** Engraved solid stainless steel unidirectional rotating bezel with US Navy maximum no decompression limit times in feet (imperial system bezel) [bezel operating instructions]

**Movement** High-grade ETA caliber 2893-2 decorated Swiss made (self-winding) automatic movement, adjusted in 5 positions, hacking seconds (hacking second means that the second hand will stop running when you adjust the watch, this allows more accurate adjustment) 28,800 beats per hour, 21 jewels, Glucydur balance, Nivarox hairspring, rotor with engraved DOXA logo

**Anti-Shock** Incabloc shock protection

**Functions** Hours, minutes, seconds, quick set date at 3 o'clock  
second time zone displayed using a 4th hand pointing to a 24 hour scale on the dial

Third time zone displayed using the 4th hand pointing to a 24 hour scale on the separately adjustable inner bezel

non-decompression dive table on the bezel.

**Hands** 100% replica of 1967 hands, including dwarf hour hand, Super Luminova filled markers and hands, 4th non filled hour hand to display the 2nd and 3rd timezones

**Bracelet** Solid stainless steel replica of the original DOXA SUB bracelet with wetsuit extension

**Presentation** Oxygen bottle like industry standard heavy anodized aluminum tube

**Additional** High quality Bergeon® screwdriver included

**Warranty** 2 year limited warranty

**Operating Manual** please click on DOXA SUB750T operating instructions and download the zip file. Once downloaded unzip and install the executable file and read through the operating instructions.



**DOXA**  
1889

introducing the...  
**GMT SUB 750T**  
caribbean

**Limited Edition of 200 pieces only**

Case	2 screw down crowns at 2 and 4 O'clock. Satin brushed solid stainless steel (316L) case, hand milled with original tools in Switzerland, 100% replica of the original DOXA SUB from the 1960s, 44.70 mm diameter excluding crown, 14.00 mm height; water-resistant to 750m / 2460 ft.
Crystal	Anti-reflective coating applied on each side, scratch-resistant 3mm sapphire crystal
Case back	Secured screw-in case back
Bezel	Engraved solid stainless steel unidirectional rotating bezel with US Navy maximum no decompression limit times in feet (imperial system bezel) [ <a href="#">bezel operating instructions</a> ]
Movement	High-grade ETA caliber 2893-2 decorated Swiss made (self-winding) automatic movement, adjusted in 5 positions, hacking seconds (hacking second means that the second hand will stop running when you adjust the watch, this allows more accurate adjustment) 28,800 beats per hour, 21 jewels, Glucydur balance, Nivarox hairspring, rotor with engraved DOXA logo
Anti-Shock	Incabloc shock protection
Functions	Hours, minutes, seconds, quick set date at 3 o'clock second time zone displayed using a 4th hand pointing to a 24 hour scale on the dial  Third time zone displayed using the 4th hand pointing to a 24 hour scale on the separately adjustable inner bezel  non-decompression dive table on the bezel.
Hands	100% replica of 1967 hands, including dwarf hour hand. Super Luminova filled markers and hands. 4th non filled hour hand to display the 2nd and 3rd timezones



Bracelet	Solid stainless steel replica of the original DOXA SUB bracelet with wetsuit extension
Presentation	Oxygen bottle like industry standard heavy anodized aluminum tube
Additional	High quality Bergeon® screwdriver included
Warranty	2 year limited warranty
Operating Manual	please click on <a href="#">DOXA SUB750T</a> operating instructions and download the zip file. Once downloaded unzip and install the executable file and read through the operating instructions.

GMT **SUB 750T**  
sharkhunter

DOXA is proud to present the **most beautiful** and technical DOXA SUB ever....

The DOXA SUB750T GMT, combined with the proven underwater capabilities of a professional dive watch, is also an essential tool not only for frequent travelers but also for those who work or communicate with business partners or relatives in different time zones.

With a DOXA SUB750 GMT you will know the exact time in 3 different locations no matter where you are on earth.

This DOXA SUB750T GMT houses a high grade Swiss made ETA caliber 2893-2 movement. It is equipped with an additional oversized 24 hour hand to display a second time zone. An additional 3rd time zone can be also displayed on the inner rotating bezel which can be adjusted using the upper screw down crown on the case.

Whether within the US or around the globe boundaries have fallen and people are now closer than ever.

Like on a conventional watch, the 12 hour hand rotates twice a day, displaying AM and PM time on the dial. The oversized 24 hour hand rotates only once a day, pointing to the outermost 24 hour scale on the dial, or to the 24 hour markers on the inner bezel. The date indicator is linked to the 12 hour hand and will display the home date unless otherwise adjusted.

**FREE shipping**

**save 30% off the retail price of \$2390.00**

Returning customer's **special price \$ 1449.00**

[pre- order here](#)

**In Stock**

This item can be pro-ordered now, a \$449.00 deposit is required. Limited edition of 200 pieces (part of a 1000 piece edition of the GMT series). A maximum of 100 units can be shipped this year. second batch of 100 will be available in June 2007

**Image 60 | SUB 750T Sharkhunter GMT – 2006**



[Click to view detail picture](#)



[Click to view specification](#)



[Click to view GMT user manual](#)

**professional divers rely on  
...the DOXA SUB750T**

Mike Fletcher is one of the world's leading professional hard-hat divers and a key member of the Seahunters team. He relies on his **DOXA SUB** while diving under severe environmental conditions. Mike's commercial dive background has taken him all over the world planning and executing some of the most difficult dives ever attempted in the human history.

"DOXA, best dive watch in the world"

*Mike Fletcher*  
**THE SEAHUNTERS**

Visit us at Basel World  
2007 - Hall 4.1, booth A13

In 1967, DOXA introduced the world's first orange face dive watch. Now the legend is back, the only professional, all mechanical dive watch featuring a 3 time zone display and the patented DOXA non decompression dive bezel. (US patent No. 3505808)

**DOXA SUB750T Professional GMT:**

A limited edition of 1000 pieces signed and numbered individually.



**DOXA SUB750T Sharkhunter GMT:**

A limited edition of 1000 pieces signed and numbered individually.



Like its predecessor, the SUB750T is made from one block of solid stainless steel and utilizes a fine regulated ETA 2893 Swiss Made automatic movement. The DOXA SUB750T GMT Series is available only from the manufacturer's US website:

**[www.doxawatches.com](http://www.doxawatches.com)**

Please call toll free 1 877 255 5017

Email: [info@doxawatches.com](mailto:info@doxawatches.com)

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**DOXA**



## Technical Specifications: **SUB 1000T Professional**

### Case

Satin brushed solid stainless steel (316L) case, hand milled with original tools in Switzerland, 100% replica of the original DOXA SUB from the 1960s, 42.70 mm diameter excluding crown, lug to lug 44.60mm, 14.60 mm height; water-resistant to 1000m / 3330 ft.

### Crystal

Anti-reflective quad coated, scratch-resistant 3mm sapphire crystal

### Caseback

Secured screw-in case back, engraved Limited edition. XXX/5000.

### Bezel

Engraved solid stainless steel unidirectional rotating bezel with US Navy maximum no decompression limit times in feet (imperial system bezel) [bezel operating instructions]

### Movement

High grade Swiss made 25 jewel self-winding mechanical movement with hacking seconds(hacking second means that the second hand will stop running when you adjust the watch, this allows more accurate adjustment), 28800 beats per hour, 42 hours of power reserve based on ETA 2824, modified and decorated by DOXA

### Anti-Shock System

Incabloc shock protection

### Functions

Hours, minutes, seconds, quick set date at 3 o'clock  
Orange dial no deco dive table on the bezel.

### Hands

100% replica of 1969 Super Luminova filled markers and hands.

### Bracelet

solid stainless steel replica of the original **DOXA SUB** bracelet with wetsuit extension

### Presentation

Oxygen bottle like industry standard heavy anodized aluminum tube

### Additional supplies

High quality Bergeon® bracelet exchange tool included

### Warranty

2 year limited warranty Manual download the operating instructions

**DOXA**  
1 8 8 9

**DOXA watches USA**, Tel. 1 877 255 5017 Email. [info@doxawatches.com](mailto:info@doxawatches.com)

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everything old is new again....

...the legendary DOXA Caribbean is back

Image 63 | SUB 1000T Caribbean - 2007



## SUB 1000T Caribbean

### DOXA'S VINTAGE SUB SERIES

[3D VIEW](#)


When most of us think about DOXA – we think orange! And while orange is the new black, there apparently is more than one color out there!

Over the past few years, DOXA has been paying close attention to what our customers and forum members have been saying – that's right – you guys! One of the results of this was the introduction of the first 750T ever – the DOXA SUB750T Caribbean. This has been perhaps the most sought-after DOXA in the Re-edition series. It was sold out in record time! We then launched the SUB750T GMT Caribbean – and it too quickly sold out.

We keep hearing you asking when the next Caribbean is coming... well it's here!



technical specifications

### THE DOXA SUB1000T CARIBBEAN HAS SURFACED!

Back by popular demand! The SUB 1000T Caribbean now joins the Professional, the Sharkhunter and the Divingstar in the DOXA SUB fleet.

The Caribbean shares the same "standard equipment" as the other 1000Ts – Swiss made, self-winding movement, water-resistant to 1000 meters, and perhaps the finest bracelet that DOXA has ever produced. Based on original DOXA SUB of the 60s, but with a bright blue dial, and our "old school" superluminova for the markers and hands.

A new interpretation on a cult favorite -

# TUSA

## SUB 1000T

Image 64 | SUB 1000T TUSA - 2007

### The DOXA TUSA 30th ANNIVERSARY SUB 1000T - History Repeats Itself!

US Drivers®, Poseidon®, Spirotechnique® - and now TUSA®!  
Back in the 1970s, DOXA and US Divers collaborated to produce the world's first true professional dive watch - the DOXA/US Divers SUB. This is now one of the most sought after vintage dive watches! Whether it's a US Drivers®, Poseidon®, Spirotechnique® or the ROLEX Comex®, these special co-branded dive watches have proven to be solid investments!

To commemorate TUSA 30th anniversary, we proudly announce the launch of the DOXA 1000T TUSA model.

#### A Solid Investment

This new DOXA will be highly sought after owing to a very low production of 100 total pieces. Much like the DOXA US Divers SUBs of the 1970s, this special edition of the 1000T Class is certain to be a future classic and thus a very safe investment. As our standard models have already proven - "Wear it for five years, and sell it for more than you paid," as stated in the November 14th, 2008 edition of one of America's top financial magazines.

To read more about the investment potential of a DOXA SUB, please [click here](#).

#### One in One-hundred!

This is a certified limited production series of 100 pieces. Each piece will be individually numbered (engraved case back) xxx/100 and will include a certificate of authenticity xxx/100.

This watch is limited to ONE PER CUSTOMER ONLY! We would like to invite our returning DOXA ONLINE customers to have the first opportunity to order this fantastic watch, after which time orders will be welcomed from the general buying public.

#### Ready to Order a Piece of Dive Watch History?

The DOXA TUSA SUB is only available from DOXA ONLINE. To order directly, please use the secure order link below.

Abolition of SA - TUSA has been a leading force in the development of dive watch movement and has enjoyed a rich history of innovation. DOXA is pleased to offer this highly collectible SUB to commemorate their 30th anniversary in the US.





## Press Information FOR IMMEDIATE RELEASE

### TUSA ANNOUNCES PARTNERSHIP WITH DOXA WATCHES

LONG BEACH, CA [February 14th, 2008] – TUSA is pleased to announce a newly formed partnership with DOXA Watches S.A. to produce the first of a series of limited edition TUSA branded Swiss dive watches for the SCUBA market.

Steeped in history, tradition and a mainstay in the Swiss Watch Industry since 1889, DOXA produces some of the finest dive-specific timepieces available. The DOXA SUB 300T was first introduced in 1967 with two revolutionary concepts – a unique and highly luminous orange dial and a uni-directional bezel with engraved No Decompression Limits. Two concepts essential for underwater use to this day.

“TUSA and DOXA each symbolize quality and innovation in our respective industries. There is no better way to commemorate TUSA’s 30<sup>th</sup> year of operation in the United States than to partner with a company, like DOXA, that embodies the same exceptional standards and commitment,” states Jon Davy, TUSA’s Product and Marketing Manager. “The TUSA SUB 1000T is a special watch for those who demand a professional timepiece.”

Sporting a vivid Caribbean blue dial and a highly visible orange minute hand, the TUSA SUB 1000T holds true to DOXA’s tradition and heritage from 1967 while incorporating current Swiss technologies. It features a high-grade 25 jewel Swiss ETA automatic movement with 42 hour power-reserve, 1000 meter water-resistance, Super Luminova dial and hands for superior low-light readability, a 3mm thick ant-reflective sapphire crystal, uni-directional NDL bezel, and each watch is individually numbered and accompanied by a signed certificate of authenticity.

The TUSA SUB 1000T has been specifically made for TUSA corporate executives, staff and premiere retailers worldwide in a very limited edition of 100 pieces. A select few examples will be available for retail sales in April, MSRP: \$2,195.00.



#### TUSA ANNIVERSARY SUB 1000T

Limited Edition of 100 pieces worldwide  
Individually numbered and accompanied by signed  
certificate of authenticity

Image 65| SUB 1000T TUSA – 2007



The results are in, and DOXA proudly presents the **Seaconqueror**

This watch is a true collaboration between DOXA and its fans. Also known as the SUB 5000T Class, the **Seaconqueror** is the latest evolution of the DOXA SUB fleet, incorporating new design suggestions made by the forum membership.



Image 66 | SUB 5000T Professional – 2008

## DOXA - inventors of **ORANGE**

**or-ange** (ˈär-inj)

n. 1. A fruit of yellowish to reddish rind, a sweet edible citrus pulp 2. The world's first **ORANGE** faced watch. Introduced in 1967. Used by some of the world's most famous divers for more than forty years. The DOXA SUB 5000T Professional. A Swiss made mechanical dive watch. Water resistant to 5000 feet (1500 meters). Constructed from a single piece of stainless steel. The first dive watch equipped with DOXA's patented No-decompression time limits bezel (US patent No. 350808)

3. A color somewhere between red and yellow in hue

(ˈär-inj) n. 1. A fruit of reddish rind, a sweet edible citrus pulp 2. The world's first **ORANGE** faced watch. Introduced in 1967. Used by some of the world's most famous divers for more than forty years. The DOXA SUB 5000T Professional. A Swiss made mechanical dive watch. Water resistant to 5000 feet (1500 meters). Constructed from a single piece of stainless steel. The first dive watch equipped with DOXA's patented No-decompression time limits bezel (US patent No. 350808)

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Available direct from **DOXA** Watches USA at  
**[www.doxawatches.com](http://www.doxawatches.com)**  
 Or call (877) 255 - 5017

**DOXA**  
 1889

Image 67 | SUB 5000T Professional – 2008

# Standard Equipment for Professionals Since 1967

Image 68 | SUB 5000T Sharkhunter – 2008



*For the past 40 years, the DOXA SUB  
has set the standard for reliability  
while serving professionals in every field.  
DOXA proudly announces the launch of the  
SUB 5000T Sharkhunter.*

## THE DOXA 5000T SHARKHUNTER

The DOXA 5000T Sharkhunter is constructed from a single piece of stainless steel. Shock and water resistant to 5000 feet, and powered by an ETA 2892/2 self-winding (Swiss) movement. Hand assembled in Switzerland, ready to serve professionals worldwide. Available direct through the DOXA USA website at [www.doxawatches.com](http://www.doxawatches.com). To order direct or for retail information, contact us at 877-255-5017 or [help@doxawatches.com](mailto:help@doxawatches.com)

# DOXA

1 8 8 9

# MIL-SPEC MIL-PRF-46374G...NO...DOXA-SPEC!

As this is the eighth Class of SUBs in the DOXA Fleet, we wanted to make this new SUB the toughest and most durable DOXA SUB yet. There is no "rule book" for this, but perhaps the only organization that publishes a comprehensive list of such qualifications is the Defense Supply Center Richmond in the US. They have outlined these requirements in MIL-PRF-46374G.

In fairness, there are numerous military spec watches out there, and it is not our style to follow the herd. So our goal was to take the best, most important elements from MIL-PRF-46374G, but also to take into consideration all of the feedback we have received from the DOXA SUB Design Team (also known as the Official DOXA Forum).

~~\$2,790.00~~

Your RCD Price \$1890.00

Valid until December 31st



Click to order Sharkhunter



Click to order Professional

**IN STOCK NOW**

Image 69 | SUB 800Ti Sharkhunter - 2008



Ratchet wetsuit extension



Screws attaching bracelet



Screw lugs

Microtec  
Tritium  
Gas Tubes

Surface  
Treated  
Titanium

SUB750T  
case size but  
thicker

Optional  
Nato Strap

To this end, we present the DOXA SUB 800Ti.

## If it looks like steel, it must be...titanium?

Perhaps the single greatest request we have had over the years from our customers is for a titanium DOXA SUB. And we have responded with the first ever titanium SUB. And titanium is the perfect choice for a military spec watch owing to its antimagnetic properties, and corrosion resistance. But again, at DOXA we like to do things a bit differently – so we have utilized a polishing technique which leaves the titanium more durable and scratch resistant, but also gives it an appearance closer to that of stainless steel. Again, there are plenty of Titanium watches out there – but we wanted to make you something special – so no boring dull – grey titanium!

## Tritium = Total illumination in total darkness

Another key element to the military specifications is the readability of the watch in total darkness. The watch must be readable in total darkness after it has been "stored" in total darkness for a period of eight hours. More specifically, the illumination of the dial cannot be aided by any "external" force. Superluminova depends upon an external light source to "charge" its luminosity – but tritium tubes require no such aid and therefore present the ideal solution! And again – the use of tritium tubes has been a repeated request of our forum members and customers!





## Women's SUB 200T

### Your "Better Half" deserves something better

We proudly announce the NEW-NOS SUB 200T. This is a once in a lifetime chance for Returning DOXA Direct Customers to own a very special DOXA. This is a piece for every true collector, and a good investment as well!

### Spring Cleaning in the Vault...

About three years ago, we were wandering around, down into the "vault" and found several women's DOXA SUB200s. They were in the most literal sense - NOS (new old stock). New Old Stock also means "new old components". So, we are using a new, self-winding ETA movement for smaller watches. The crystals, a thicker sapphire crystal has been utilized instead of the original mineral crystal, to help resist scratches and withstand a pressure of 300 atm (300 meters or 1000 feet).

So what's NOS?

The case is the only surviving component of these original NOS watches that retained the high standards of today's DOXA SUBs. So these we kept, but we updated them with a new ratcheting bezel.

**Available and shipping now.**

**\$1,649.00 US** + Shipping



**CLICK TO ORDER HERE**  
SUB 200T Coralline (Orange Dial)



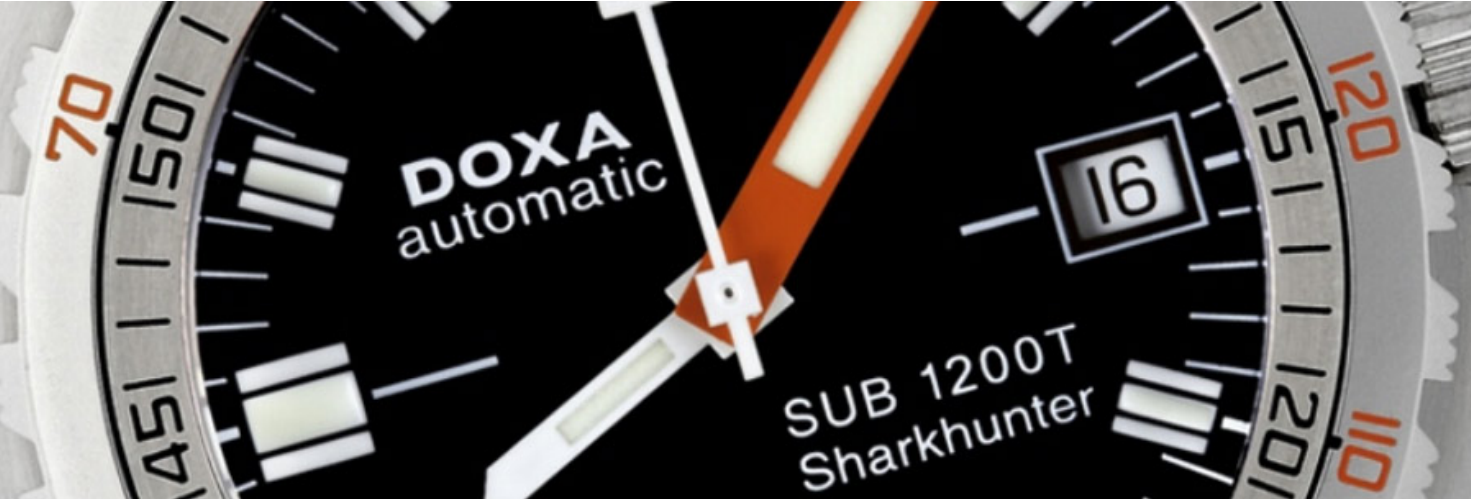
**CLICK TO ORDER HERE**  
SUB 200T Nymph (Silver Dial)

Image 70 | SUB 200T Coralline - 2009



**CLICK TO ORDER HERE**  
SUB 200T Seamaid (Black Dial)





## The DOXA SUB 1200T – The next evolution of the Classic DOXA SUB!

### SUB 1200T Sharkhunter DOXA's VINTAGE SUB SERIES

In 1969 DOXA released the first helium release valve (HRV) equipped dive watch for sale to the general public. This legendary watch was known as the SUB 300T Conquistador. In 2010 DOXA pays tribute to this ground-breaking model with the DOXA SUB 1200T.

#### Now is your chance to own the legend!

The 1200T combines the look and feel of the original SUB 300T Conquistador, with the high quality and reliability of a modern DOXA SUB.

At just over 42 mm in diameter, the DOXA SUB 1200T Sharkhunter is the ideal option for those looking for a more traditional, smaller sized DOXA SUB.

The SUB 1200T Sharkhunter is constructed from a single block of stainless steel, with a depth rating of 1200 meters (3937 feet), and is equipped with an integrated (automatic) helium release valve (HRV).

The 1200T boasts a solid 120-tooth, unidirectional, stainless steel bezel. In addition, the bracelet is thicker and more substantial than previous versions with solid piece end links. A 100% Swiss-made, self-winding movement powers the SUB 1200T, and just like the original, DOXA's patented no-decompression dive table bezel (US Patent N. 3505808) is standard.

**Factory Price: \$2,490.00**

**Special Price: \$1,890.00**

[Order Sharkhunter](#)

[Order Professional](#)

[Order Searambler](#)

DOXA does NOT support or condone any type of shark killing or finning; we at DOXA are divers and shark conservationists and only hunt sharks with our cameras -

**take only pictures,  
leave only bubbles!**



for an immediate response  
through our **Live Chat service**

Image 71 | SUB 1200T Sharkhunter – 2009



## Happy Birthday **SUB 300T Conquistador!**

In honor of the fortieth anniversary of the **Conquistador**, **DOXA** is proud to introduce the newest member of the **DOXA** Fleet – the **SUB 1200T!**

With the classic dimensions and measurements of the original SUB, the 1200T is 42.7 mm in diameter (not including the crown), has a slightly domed sapphire crystal, and is powered by the ETA 2824-2 self-winding movement. Secured with the GMT bracelet, it is the most substantial SUB we have produced in the last 40 years!

Solid stainless steel, integral Helium Release Valve (HRV), available in **Professional**, **Sharkhunter** and **Searambler**.

You asked for it,  
and now it is here!

From today until  
February 17th,  
**RETURNING DIRECT  
DOXA CUSTOMERS**

can still take advantage of  
pre-order pricing for this  
fantastic new watch!

**\$1,590 + Shipping**

**CLICK TO ORDER  
PROFESSIONAL**



Image 72 | SUB 1200T Professional – 2009

# The evolution of the world's best dive watch

For the first time in the history of the DOXA SUB, the original design of the sixties has been adapted, and an entirely new case construction with more rounded edges and ergonomic design has been introduced, offering a domed sapphire crystal and curved bezel forming one convex surface.

Also new is the asymmetrical case with a portion of the case acting as a crown and pusher protection. An entirely new design, yet unmistakably DOXA SUB



Built in automatic Helium release valve

Power reserve indicator (Safe dive). The Safe dive indicator acts like the battery indicator on your dive computer, it will show you the power reserve of your winding mechanism

Lug width 22.00mm.  
Lug to lug 48.00mm.

Bezel diameter 40.80mm

Water Resistant to 4000 Feet / 1220 Metres

Crown diameter 6.50mm

Diameter 47.00mm including crown protection, asymmetric case form with built in crown protection

diameter excluding the crown protection is 44.00mm

Factory Price: 3,490.00

Price: **\$2,590.00** + shipping

[order here](#)



for an immediate response through our **Live Chat service**

**Image 73** | SUB 4000T Sharkhunter Sapphire – 2012



## Movement ETA 2897

Diameter: 25.60 mm  
Height: 4.85 mm  
Hours, minutes, central seconds  
Ball-bearing self-winding mechanism  
Date, corrector  
Power-reserve indicator  
Stop seconds mechanism  
ETACHRON index assembly with index-assembly corrector  
28,800 V/h, 4Hz  
21 rubies  
Power reserve: 42 h



**Also available as the Professional** (Orange dial)

[Click here](#) for details

## The evolution of the world's best dive watch



33mm Domed Crystal

45mm diameter excl. crown protection

48mm diameter incl. crown protection

Chronograph pushers can be used to a depth of 100 meters.

Watch is water resistant to 300 meters/1000 feet

17mm Height

22mm lugs  
48mm from lug to lug

41mm Bezel diameter

### Image 74 | SUB 300 T-Graph Sharkhunter Sapphire – 2012

The SUB300 T-Graph is available in orange dial Professional or black dial

The SUB300 T-Graph is available in orange dial Professional or black dial Sharkhunter models, also available with two different bezel styles. The original no decompression dive table, or the new sapphire elapsed dive time with luminous numbers. The bracelet clasp has a push button release as well as a ratcheting wet suit adjustment.

The SUB300 T-Graph is the first modern interpretation of the original dive chronograph from the late 1960's the SUB200 T-Graph, as shown below.

**SUB300 T-Graph Sharkhunter sapphire \$2890.00**



[order here](#)

**SUB300 T-Graph Sharkhunter classic bezel \$2790.00**



[order here](#)

**SUB300 T-Graph professional classic bezel \$2790.00**



[order here](#)

\*Prices exclude shipping

[Click Here](#) for an immediate response through our **Live Chat service**



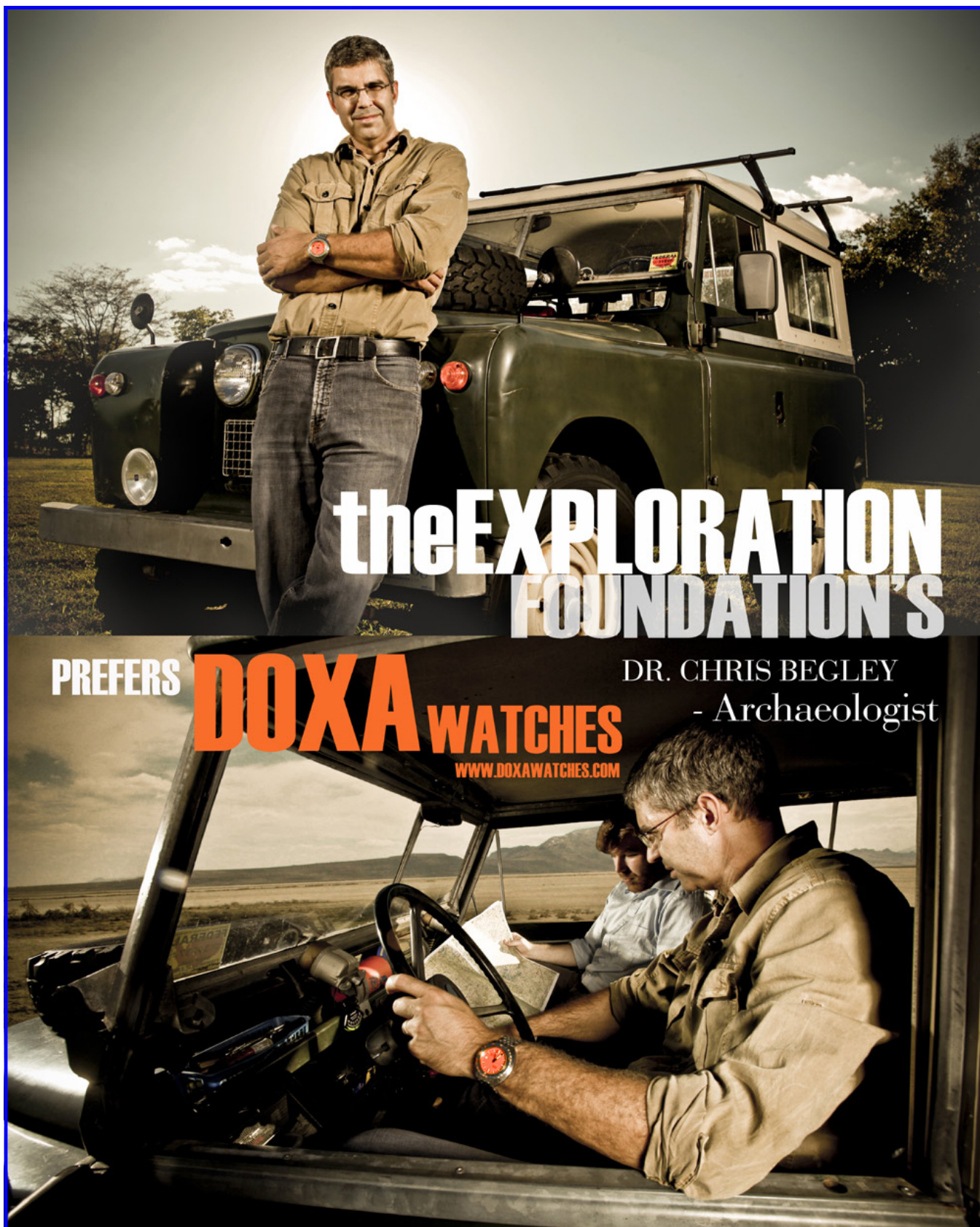


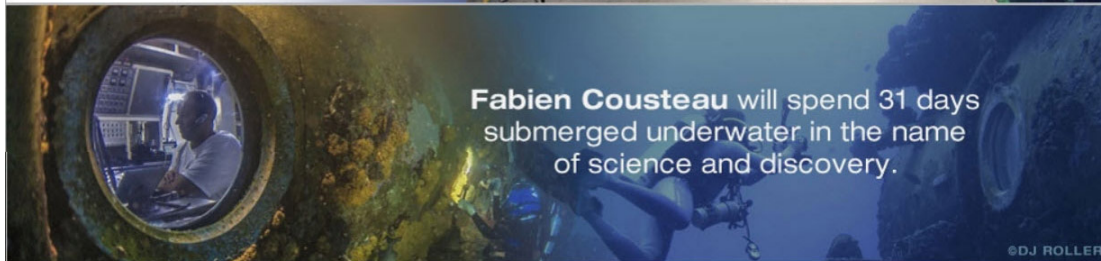
Image 75 | Dr. Chris Begley and his SUB750T Professional – 2013

# DEEPER LONGER FURTHER

**DOXA Watches** to set a new submersion record as official timekeeper for **Fabien Cousteau's** historic underwater **Mission 31**.



Image 76 | Fabien Cousteau and the Mission 31- Professional - 2013



**Fabien Cousteau** will spend 31 days submerged underwater in the name of science and discovery.

## TWO LEGENDARY NAMES IN DIVING COME TOGETHER AGAIN

DOXA was chosen to provide the official timepieces for Fabien Cousteau's Mission 31 endeavor, to be conducted this fall on Aquarius, the only undersea marine habitat and lab in the world located in the Florida Keys National Marine Sanctuary. The 31-day underwater mission will set a new submersion record for human oceanic exploration. DOXA will also set a record for the longest continuously used dive watch under water.

DOXA will commemorate the mission by manufacturing a special edition of 331 pieces of the famous orange face DOXA SUB dive watch, 31 of which will spend 31 days under water with Fabien Cousteau's mission team. A few lucky individuals will be able to acquire these commemorative watches when they become available for pre-order; sold exclusively by DOXA.

Fabien Cousteau's Mission 31 endeavor will be conducted on the Aquarius, which is owned by NOAA and managed by Florida

Saturation training for Mission 31 starts mid-Sept. and Fabien Cousteau's team will submerge on Sept. 30 for the first full day on Aquarius, Oct. 1.

Fabien Cousteau and his team will spend 31 days submerged underwater in the name of science and discovery, breaking his grandfather's Conshelf Two underwater saturation mission record by one full day to honor the 50th anniversary of Jacques-Yves Cousteau's original mission.



The Underwater Sea Lab Aquarius

"Mission 31 will broadcast every second on multiple channels exposing the world to the adventure, risk, and of what lies beneath," says Fabien Cousteau. "DOXA will be instrumental in the support of our scientific endeavors while also helping us keep track of time down below."



### THE LIMITED EDITION DOXA MISSION 31 SUB PROFESSIONAL

The Mission 31 SUB is a modern titanium cased version of the popular DOXA watch that Jean Michel Cousteau and his father wore. It features a new high-tech, light-weight case and bracelet with the strength of stainless steel. It is a 44-millimeter, handmade automatic developed specifically for divers and features a limited edition commemorative dial celebrating Mission 31. Approx. 25% of the proceeds of the 331 piece series will be donated to the mission.

Technical specifications: 44mm case diameter, white Titanium alloy, with automatic ratcheting dive wet extension, ETA 2824-2 Swiss Made movement, water resistant to 1000 meters, AR- coated Sapphire crystal, 2 year limited warranty.

**PRE-ORDER**

DOXA MISSION 31 SUB  
\$2890.00

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Image 74 – SUB 300 T-Graph Sharkhunter Sapphire – 2012

Image 75 – Dr. Chris Begley and his SUB750T Professional – 2013

Image 76 – Fabien Cousteau and the Mission 31– Professional – 2013



A Flying Doctor Production