

Mallard

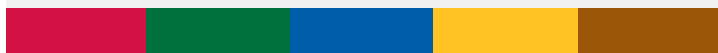
TIME... for Today

& tomorrow.... tomorrow....tomorrow



Dura Diver

Think of it as a fine Swiss
movement in a Sherman Tank



Mallard...

Here are eight *important* reasons **Mallard** is the best watch value in its price class!

Mallard Competition

MOVEMENT

Swiss made by ETA, Switzerland's leading maker of fine watch movements.

Can be easily serviced.
Jeweled bearings

One of many far east manufacturers.

Throw away movements.
One or zero jewel.

CASE

100% Stainless steel, for added strength and life-long beauty.

Crown and Back **screw** on. Guaranteed water protected to depth of **100 meters** or more.



Glass crystal is *thicker*, and *hardened* for extra strength. (May be ordered with scratch-proof **Sapphire** Crystal at additional cost).

Brass, aluminum, or plastic. Plating wears through. Beauty is short-lived.

Crown does **Not** screw-down. Often, Back *snaps* on. Minimum protection from water damage.

Glass Crystal is thinner, not hardened. Breaks and scratches more easily.



Gold plating is 5 microns thick. If plating wears through, the exposed surface is attractive stainless steel.

Plating is thinner, over brass. Quickly wears through, exposing brass surface. Original beauty is lost.

NIGHT VISION

Luminous Hands and Dials are **Super Bright**. If given a short exposure to light before retiring, time is clearly seen all night long.

Typically, the luminous is mostly decoration. Not visible in darkened conditions.

AFTER SERVICE

Watches returned for service, whether under guarantee or not, are shipped out in three working days or less.

Check with your jeweler for service he has experienced with other watch brands.

(shown on next page)

Mallard

COMBAT series



There's a quiet grace about *Combat*.
The clean, simple lines...glare-free
sand-blast finish... the retro dial, with
twelve numerals.
But, when duty calls, it's *Combat* ready!
And at day's end, the time shines
brightly until dawn

TECHNICAL INFORMATION:

Movement:

Man's model: ETA F06.111

Size: 11 1/2 Lignes

Accuracy range: -2 to +3 minutes / year

Date window - Sweep Second Hand

Battery: 395: Approx. running life: 7 years

Battery End-of-Life *warning*
(Sweep hand jumps in 5 second intervals)

Lady's model: ETA F04.11

Size: 8 3/4 Lignes

Accuracy range: -2 to +3 minutes / year

Date window - Sweep Second Hand

Battery: 377: Approx. running life: 4 years

Battery End-of-Life *warning*
(Sweep hand jumps in 5 second intervals)

Case:

Water-Resistant to 100 meters

Stainless Steel Case & Back

Screw-down Crown and Back

STYLING: Choose features desired

Dial: Choose *Color*

White, Black, Blue, Burgundy

Crystal: Choose *Quality*

Mineral Glass, extra thick / extra hard

Sapphire: Available at additional cost

Attachment: Choose *Type*

Nylon Woven Strap

Rubber Strap, *extra-heavy*, (man's model, only)

Expansion band, stainless steel

Band, SS, with *push-button* Buckle

Belt Strap - Black or Brown, (man's model, only)

COMBAT SERIES



JB-W23



JB-W23/EXP



JB-W23/BLUE-EXP



JB-W23/BLUE-BND



JB-W23/RUB*



JB-W23B/RUB*

**Not available in ladies' models.*

*Men's models are shown 15% smaller than actual size.
Actual case diameter: Man: 35mm / Lady: 28mm*

Men's model numbers are shown.
For Ladies' models, substitute W24



JB-W23/B



JB-W23B/EXP



JB-W23/BURG-EXP



JB-W23/BURG-BND



JB-W23/BELT*



JB-W23B/BELT*

*strap
attaches
to belt*

**Not available in ladies' models.*

Men's models are shown 15% smaller than actual size.
Actual case diameter: Man: 35mm / Lady: 28mm

Mallard

JB series



We think so highly of this series, we've named it after our founder, Jules Borel. JB models blend the best of both worlds. Beautiful *styling*, plus the *toughness* to withstand rugged, real-life conditions.

TECHNICAL INFORMATION:

Movement

Man's model: ETA 955.424

Size: 10 1/2 Lignes

Accuracy range: -3 to +4 minutes / year

Day + Date window. Sweep second hand

Battery: 395: Approx. running life: 2.5 years

Lady's model: ETA F03.111

Size: 7 3/4 Lignes

Accuracy range: -2 to +3 minutes / year

Date window. Sweep second hand

Battery: 377: Approx. running life: 4 years

Battery end-of-life warning:

(Sweep hand jumps in 5 second intervals)

Case

Water-Resistant to 100 meters

Stainless Steel Case and Back

Screw-down back

Man's: Screw-down crown

Lady's: Double O-Ring Crown

STYLING: Choose features desired

Dial: Choose Color

White, Black, Blue,* Burgundy*

*Not shown. See page 11 for colors

Crystal: Choose Quality

Mineral Glass, extra thick / extra hard

Sapphire: Available at additional cost

Case: Choose Finish

Stainless steel

Two-tone: Steel and Gold Plate

All Gold Plate

Attachment: Choose Type

Band, SS, with *push-button* Buckle

Strap - Black croco grain leather,
water-resistant treated

Men's model numbers are shown.
For Ladies' models, substitute W29



JB-W28/S1



JB-W28/Y1



JB-W28/S2



JB-W28/Y2



JB-W28/S3



JB-W28/Y3

Men's models are shown 15% smaller than actual size.
Actual case diameter: Man: 33mm / Lady: 24mm

JB SERIES

Fluted



JB-W28/YY1



JB-W28F/S1



JB-W28/YY2



JB-W28F/S2



JB-W28/YY3



JB-W28F/S3

Men's models are shown 15% smaller than actual size.
Actual case diameter: Man: 33mm / Lady: 24mm

Men's model numbers are shown.
For Ladies' models, substitute **W29**

Fluted

Fluted



JB-W28F/Y1



JB-W28F/YY1



JB-W28F/Y2



JB-W28F/YY2



JB-W28F/Y3



JB-W28F/YY3

Men's models are shown 15% smaller than actual size.
Actual case diameter: Man: 33mm / Lady: 24mm

Mallard

DURA SERIES



DURA embodies *three* exceptional qualities.

Durability.

With minimum care, and occasional servicing, DURA models can last a life-time.

Depth of water it can withstand without damage.

Duration of time between battery changes.

TECHNICAL INFORMATION:

Movement:

Man's model: ETA 955.612

Size: 11 1/2 Lignes

Accuracy range: -3 to +4 minutes / year

Date window. Sweep second hand

Battery: CR2016 Lithium

Approx. running life: 8 years

Battery End-of-Life warning:

(Sweep hand jumps in 5 second intervals)

Lady's model: ETA 956.612

Size: 8 3/4 Lignes

Battery: CR 1616 Lithium

Approx. running life: 6 years

OTHER: Same as for man's movement

Case:

Water-Resistant to 500 meters

Stainless Steel Case and Back

Screw-down back and crown

STYLING: Choose features desired

Dial: Choose Color

White, Black, Blue, Burgundy

Crystal: Choose Quality

Mineral Glass, extra thick / extra hard

Sapphire - Available at additional cost

Case: Choose Finish

Stainless steel

Two-tone: Steel and Gold Plate

All Gold Plate

Attachment: Choose Type

Band, SS, with *push-button* Buckle

Strap - Black padded calf leather

(water-resistant treated)

Rubber Strap, *extra-heavy* (man's model, only)

Men's model numbers are shown.
For Ladies' models, substitute W17



JB-W15/1M



JB-W15/1MB



JB-W15/2M



JB-W15/1M-BLUE



JB-W15/3M



JB-W15/1M-BURG

Men's models are shown 15% smaller than actual size.
Actual case diameter: Man: 36.5mm / Lady: 27mm

DURA series



JB-W15/5R

Rubber
Bezel



JB-W15/5RB

Not available in ladies' models.



JB-W15/4M



JB-W15/4MB



JB-W15/YY2



JB-W15/YY3

Men's models are shown 15% smaller than actual size.
Actual case diameter: Man: 36.5mm / Lady: 27mm

Men's model numbers are shown.
For Ladies' models, substitute W17



Rubber
Bezel

JB-W15/5R-M

JB-W15/5RB-M

Not available in ladies' models.



JB-W15/4M-BLUE

JB-W15/4M-BURG



JB-W15/YY-BLUE

JB-W15/YY-BURG

Men's models are shown 15% smaller than actual size.
Actual case diameter: Man: 36.5mm / Lady: 27mm

Mallard

DURA DIVER

The Mallard Dura Diver embodies all the benefits offered by the Dura Series.

Plus the rotating diver bezel.

Use it for diving. Use it to warn you that your parking meter is about to expire.

Or just *enjoy* its great good looks!

TECHNICAL INFORMATION:

Movement:

Same as regular Dura Series

Dial: Color - Choice of
White or Black

Case:

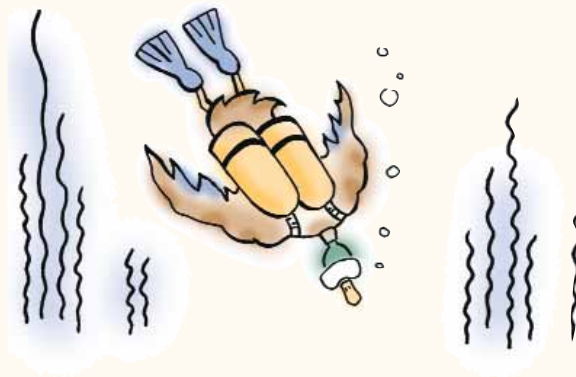
Same as regular Dura Series

Crystal:

Same as regular Dura Series

Attachment:

Same as regular Dura Series



Men's model numbers are shown.
For Ladies' models, substitute W17D



JB-W15D/SM



JB-W15D/SMB



JB-W15D/YM



JB-W15D/YMB



JB-W15D/YYM



JB-W15D/YYM-B

Men's models are shown 15% smaller than actual size.
Actual case diameter: Man: 36.5mm / Lady: 27mm

Mallard



THREE-YEAR GUARANTEE

Your Mallard watch is guaranteed against failure due to defective materials or workmanship for three years from date of purchase.

If your watch fails, return it to your dealer, along with the completed GUARANTEE CERTIFICATE.

You may, if you prefer, return it to **Jules Borel**. Enclose the Guarantee Certificate, plus \$6.00 to cover shipping and handling. If the watch is no longer under guarantee, advise what you wish done, and request an estimate of the cost.

COVERED BY THE GUARANTEE:

The movement, case, and metal band are covered. Also, any damage caused by water, providing the glass crystal is undamaged, and the crown was properly screwed down at time of exposure.

NOT COVERED BY THE GUARANTEE:

Damage caused by accident or misuse... normal wear and tear... breakage...scratches... or the wearing through of plating.

This Guarantee gives you specific legal rights. You may also have other rights, which vary from state to state.

Sold with pride by

**Mallard is a product of Jules Borel & Co.
1110 Grand Blvd., Kansas City, MO 64106.
Phone: 816-421-6110**

