

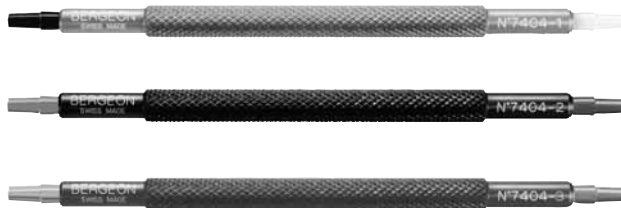
April, 2005

Tick Tock Talk

Product news for the professional Jeweler and Watchmaker

*Bergeon Hand
Fitting Tools*

New!



Apply gentle, even pressure to successfully install watch hands without bending or marring. Knurled handles with *replaceable* friction fit end-pieces are color-coded for easy identification. Overall length of each tool is 4.5 inches. By Bergeon of Switzerland.

Set of all 3 sizes

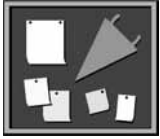
BG7404 \$ 37.70

Individual Sizes - \$ 13.20 each

BG7404-1 Gray - endpiece holes sizes .50 & 1.00mm

BG7404-2 Black - endpiece holes sizes .80, & 1.50mm

BG7404-3 Red - flat brass & centering plastic end pcs



Tick Tock Talk Message Center

Keeping You In The Loupe



Are you ready for the Spring Selling Season?

With all those lovely spring and early summer gift giving occasions coming up, Jules Borel & Co. would like to help you be ready for your increased store traffic.

In addition to ideas featured in this month's Tick Tock Talk, we have assembled a check list of gift ideas from our comprehensive stock of jeweler's and watchmaker's supplies. For details, call us, visit www.julesborel.com or check your Jules Borel & Co. Resale Jewelry Catalog.

Check List - Spring Gift Ideas

- | | |
|---|--|
| <input type="checkbox"/> Mallard Watches | <input type="checkbox"/> Batteries of all types |
| <input type="checkbox"/> Pocket Knives & tools | <input type="checkbox"/> Butane Lighter for the chef |
| <input type="checkbox"/> Nike Sports Watches | <input type="checkbox"/> Gift Boxes, Wrap, Bags, Bows |
| <input type="checkbox"/> Pendants and Earrings | <input type="checkbox"/> Jewelry Cleaner & Cloths |
| <input type="checkbox"/> Harley Davidson Items | <input type="checkbox"/> Spring Bars, Gaskets, Cotter Pins |
| <input type="checkbox"/> Watch Winders | <input type="checkbox"/> Flag Charms, Pens & Lighters |
| <input type="checkbox"/> Pewter Gift Sets | <input type="checkbox"/> Personal Ultra Sonic Cleaner |
| <input type="checkbox"/> Zippo lighters | <input type="checkbox"/> Jewelry Boxes, travel bags |
| <input type="checkbox"/> Cameo Locketts, Charms | <input type="checkbox"/> Watchmaker's Knife |
| <input type="checkbox"/> Money Clips | <input type="checkbox"/> Watch Domes |
| <input type="checkbox"/> Silver Picture Frames | <input type="checkbox"/> Neck Chains & Bracelets |

New Oil Cups

**Special 10% off
for 3 or more
assorted colors**



Replaces Bergeon #
4009, 30101 which
are discontinued.

! Overall diameter of 34mm, w/ 17mm tinted glass oil cups.

! Oil cup cavities of 6, 8, 10, & 12mm diameter.

! Six different colors to match available oilers # BG30102.

<u>Borel #</u>	<u>Color</u>	<u>Cavity dia.</u>	<u>Each</u>
BG6885-R	red	6mm	\$ 14.20
BG6885-B	blue	8mm	14.20
BG6885-V	green	10mm	14.20
BG6885-J	yellow	12mm	14.20
BG6885-G	gray	12mm	15.20
BG6885-N	black	12mm	15.20

*Just in time for Mother's Day —
beautiful Potpourri Jar Gift Sets with a
variety of embossed nature designs and
engraved floral bracelets*



Each set contains an elegant glass potpourri jar with embossed pewter lid and aromatic potpourri sachet, beautifully boxed for the perfect gift. Choose from seven delightful designs.



Potpourri Jar Gift Sets

Only \$14.00 Jc

WEBCPPFR-GS	Frog
WEBCPPHB-GS	Hummingbird
WEBCPPCR-GS	Crab
WEBCPPDW-GS	Bumblebee/Dogwood
WEBCPPDF-GS	Dragonfly
WEBCPPROSE-GS	Rose
WEBCPPHOLLY-GS	Holly

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Beautiful 1" solid pewter cuff bracelets with a variety of lovely flower designs to match each month of the year. Plain bracelets are also available in 3/4" & 1" widths.

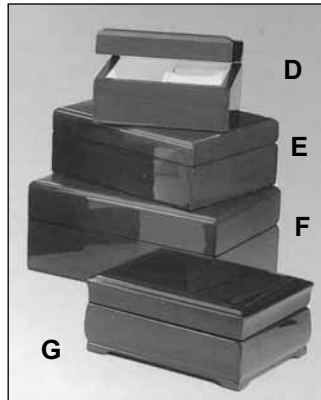
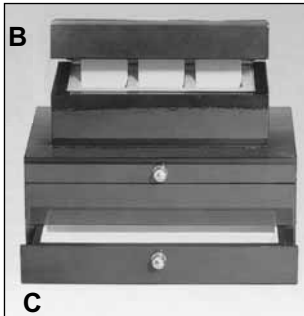
1" Pewter Cuff Bracelet with engraved flower Only \$ 7.50 Jc

WEBCFMB-01	January	Carnation
WEBCFMB-02	February	Violet
WEBCFMB-03	March	Jonquil
WEBCFMB-04	April	Daisy
WEBCFMB-05	May	Lily of the Valley
WEBCFMB-06	June	Rose
WEBCFMB-07	July	Larkspur
WEBCFMB-08	August	Poppy
WEBCFMB-09	September	Aster
WEBCFMB-10	October	Cosmos
WEBCFMB-11	November	Chrysanthemum
WEBCFMB-12	December	Narcissus
WEBPB1	1" Plain pewter bracelet	\$ 9.25 Jc
WEBSR-PB2	3/4" Plain pewter bracelet	\$ 7.75 Jc

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Beautifully Finished Wooden

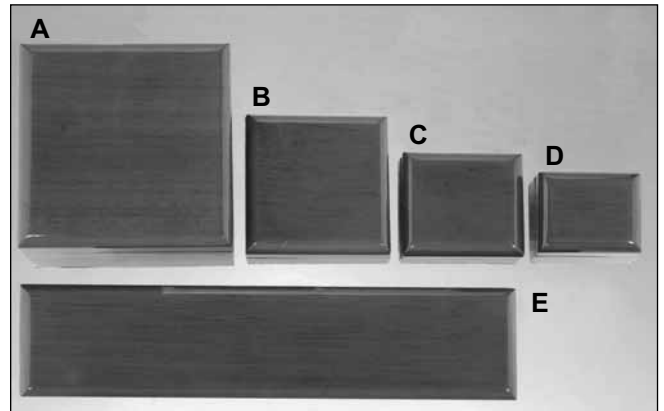
These make great graduation gifts



- A** Medium Brown Collector's Watch Box - $12\frac{15}{16} \times 4\frac{3}{4} \times 2\frac{7}{8}$
WJB-52 Navy Suede Interior **\$ 119.00 Jc**
- B** Red Brown Grand Watch Box - $8 \times 5 \times 3\frac{1}{2}$
WJB-53 Beige Leather Interior **\$ 28.00 Jc**
- C** Medium Brown Grand Jewelry Box w/ trays - $9\frac{7}{8} \times 6\frac{3}{4} \times 4\frac{1}{8}$
WJB-54 Beige Suede Interior **\$ 42.00 Jc**
- D** Red Brown Small Jewelry Box - $4\frac{7}{8} \times 4\frac{1}{4} \times 2\frac{1}{2}$
WJB-55 Beige Leather Interior **\$ 11.20 Jc**
- E** Red Brown Medium Jewelry Box - $6\frac{3}{4} \times 5 \times 2\frac{1}{2}$
WJB-56 Beige Leather Interior **\$ 18.00 Jc**
- F** Red Brown Large Jewelry Box - $8 \times 5 \times 3\frac{1}{2}$
WJB-57 Beige Leather Interior **\$ 28.00 Jc**
- G** Red Brown Music Jewelry Box - $6\frac{1}{4} \times 4\frac{3}{4} \times 2\frac{5}{8}$
WJB-58 White Leather Interior **\$ 30.80 Jc**

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Jewelry and Gift Boxes



On Sale Now —
Prices good through

- A** Red Brown Watch Box - $4 \times 4 \times 2\frac{5}{8}$
WGB-01 Leather Beige Interior **\$ 8.40 Jc**
- B** Red Brown Pendant Box - $2\frac{7}{8} \times 2\frac{7}{8} \times 1\frac{3}{8}$
WGB-02 Leather Beige Interior **\$ 7.00 Jc**
- C** Red Brown Earring Box - $2\frac{3}{8} \times 2\frac{1}{8} \times 1\frac{1}{8}$
WGB-03 Leather Beige Interior **\$ 5.60 Jc**
- D** Red Brown Ring Box - $2 \times 1\frac{5}{8} \times 1\frac{1}{2}$
WGB-04 Leather Beige Interior **\$ 4.20 Jc**
- E** Red Brown Bracelet Box - $9\frac{5}{8} \times 2\frac{1}{4} \times 1\frac{3}{8}$
WGB-05 Leather Beige Interior **\$ 7.00 Jc**

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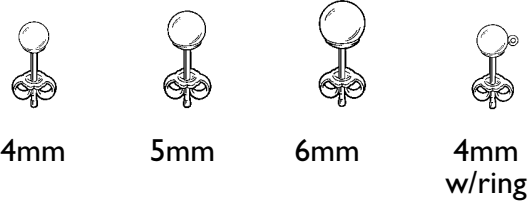
New!

**New Sizes and Qualities
of Popular Ball Ear
Posts with Nuts**

**We've expanded our line of ball ear posts -
now including 14K Rose Gold, Stainless
Steel, and smaller sizes in YGF & Sterling.**



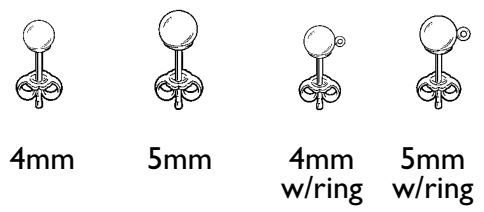
**14K Rose Gold
Ball Ear Post**



Size	Stock #	One pc. rate
4mm	200-813/ROSE	\$ 4.38
5mm	200-864/ROSE	5.32
6mm	200-812/ROSE	5.78
4mm w/ring	200-819/ROSE	4.83

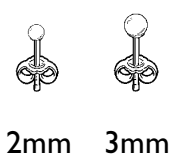
*210-400/ROSE ear nut is included.
Price Breaks at 3 & 10 pieces.*

Stainless Steel Ball Ear Posts



Size	Stock #	Jeweler's Cost		
		3 rate	10 rate	50 rate
4mm	205-813	\$.34	\$.23	\$.18
5mm	205-864	.34	.23	.18
4mm w/ring	205-819	.58	.44	.34
5mm	205-860	.70	.55	.47

215-400 stainless steel ear nut is included.



**2 and 3mm Ball
Ear Posts in
YGF & Sterling**

Size	YGF		Sterling	
	3-rate	3-rate	3-rate	3-rate
2mm	202-895	\$.99_{ea.}	204-895	\$.84_{ea.}
3mm	202-811	.99_{ea.}	204-811	.73_{ea.}
3mm w/ring	202-818	1.17_{ea.}	204-818	.95_{ea.}

*212-400 (YGF) or 214-400 (Sterling) ear nut is included.
Price Breaks at 10 & 50 pieces. One-piece price is slightly higher.*

New!

6, 7, 8mm Sterling Ball Clasps



6mm

7mm

8mm

Size(mm)	Plain	Each	Corrugated	Each
6.0	364-11	\$ 3.64	364-18	\$ 4.00
7.0	364-12	3.94	364-19	4.26
8.0	364-13	4.70	364-128	5.16

Price breaks at 3 and 10 pieces.

YGF Lever Back with Ring

New!

222-166

\$ 1.99 each

3 @ \$ 1.71 ea.

10 @ \$ 1.55 ea.



shown actual size

VLT silicone molding rubber cures in 1 to 2 hours!

VLT = Very Low Temperature!



Mold directly from wax or plastic prototypes

- Vulcanize between 160° and 190 °F
- Easy to work with and cut
- Gives waxes a high-shine finish
- Ideal for CAD/CAM designers

CA99489 5 pound carton VLT \$ 36.95



Watch Support



Handy case cushion holds watches and bands securely in place for better access and viewing. A soft foam rim prevents scratches while working on the watch. Available in three sizes — 24, 30, 40mm — with a 50 mm base. Swiss-made.

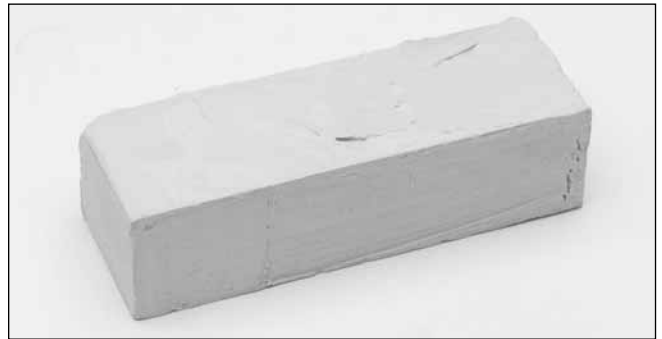
\$ 24.95 each

CH167.650/24 24mm

CH167.650/30 30mm

Blue Magic Polishing Compound

This item has been tested by a professional watchmaker who found it to be the best case polishing compound available for high grade stainless steel watch cases, working faster than comparable products.



Jules Borel now offers a reasonably priced compound engineered especially for platinum. Tests by professional jewelers indicate that it leaves the best shine that they have ever seen. We call it Blue Magic and jewelers love it. Moreover, it's great for gold and excellent for high grade stainless steel watch cases.

PS605.00

List: \$ 8.95

Only \$ 7.95

3 pcs. \$ 7.50 each

Borel® Rougeless Polishing Cloth



This special cloth is impregnated with a highly effective compound that polishes silver or gold, but leaves behind no mess. Measures 10" x 12". Individually poly bagged.

Stock#	Price/1	/12	/72
PS261	\$ 2.50	\$ 2.25	2.00

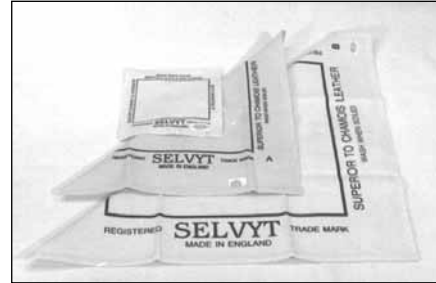


Borel® Polishing Cloth with Rouge

A 2-part cloth with the inner cloth impregnated with rouge, and the outer cloth as a final polishing cloth. Suitable for resale. Measures 9" x 11". Individually poly bagged.

Stock#	Price/1	/12	/72
PS260	\$ 2.95	\$ 2.75	\$ 2.50

Selvyt™ Cloths



The famous English-made lint free cloth that retains its softness and durability even after repeated washings. Excellent quality.

Stock#	Size	Style	Price/1	/12	/72
PS250/SR	5" x 5"	O	\$ 1.20	\$ 1.00	\$.90
PS251/SR	10" x 10"	A	5.25	4.50	4.25
PS252/SR	14" x 14"	B	7.35	5.90	—

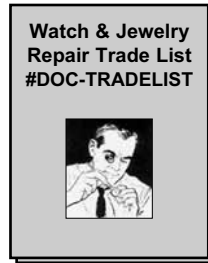


Blue Diamond Cleaning Cloth

This lint-free diamond cleaning cloth has a revolutionary micro fiber that will not snag or shed. It is the optimal texture and softness for cleaning film from precious stones, especially diamonds. Untreated, a lovely powder blue color, packaged one to a hang-up bag for excellent counter display.

Stock#	Price/1	/12	/72
PS805.00	\$ 3.80	\$ 3.20	\$ 2.85

Trade List Booklet



Are you looking for some help with your watch or jewelry repair work? A booklet is available with over 60 of our customers who do repair work for the trade - *primarily for watch repair but now including some for jewelry repair*. Available at No Charge as a service to our customers, **this is a valuable resource if you are looking for someone to do watch or jewelry repair work**. The booklet will be updated periodically as we receive new information. Please order using the stock # DOC-TRADELIST.

DOC-TRADELIST

N/C

Let us know if you would like
to

since 1920



www.julesborel.com

Jules Borel & Co.

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Kansas City, MO 64106-2348

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Order FAX (800) 776-6862
Local (816) 421-6110